

RED SOX

FIRST
EDITION



OFFICIAL SCOREBOOK MAGAZINE 75¢ TAX INCLUDED

KEEP YOUR SOX ON

BROADCAST OF CHAMPIONS

38
WSBK-TV, BOSTON

A man with dark, wavy hair and a serious expression is looking directly at the camera. He is wearing a brown and tan patterned denim shirt. He is holding a pack of Winston cigarettes in his hands, with a single cigarette held between his fingers. The background is dark and out of focus.

I won't settle for anything less than taste.

A lot of cigarettes promise taste.
But for me, only one cigarette delivers. Winston.
I get real taste and real pleasure every time I light up.
I won't settle for less. Would you?

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

19 mg. "tar", 1.2 mg. nicotine av. per cigarette, FTC Report DEC. '76.

BOSTON RED SOX 1977 SCOREBOOK MAGAZINE

TABLE OF CONTENTS

FENWAY PARK	1st EDITION	BOSTON
THE RED SOX WELCOME YOU TO FENWAY PARK	5	
THE MANAGER	6	
THE COACHES	7	
AMERICAN LEAGUE MANAGERS	8 & 9	
WELCOME BACK, BOOMER!	11	
SOXWORD PUZZLE	14	
BASEBALL CARDS AREN'T JUST FOR KIDS	16	
"POISON PEN" KEANE REMEMBERS	21	
THE RED SOX HAVE HAD THEIR SHARE	24	
IT WASN'T AN EASY ROAD—BILL CAMPBELL	26	
COMING EVENTS AT FENWAY PARK	29	
HOW TO KEEP SCORE AND THE GROUND RULES	30	
VISITORS' ROSTER AND SCORING	31 & 32	
RED SOX ROSTER AND SCORING	33 & 34	
PITCHERS AND UMPIRES	35	
STATISTICS—RED SOX AND VISITORS	36	
DID YOU KNOW?	40	
SPRING TRAINING—BATTING PRACTICE	41	
WINTER HAVEN '77	42	
YOUR FAVORITE RED SOX IN COLOR	48	
FUN AT FENWAY	51	
RED SOX HISTORY—DAY BY DAY	52 & 53	
AUTOGRAPHS	57	
BASEBALL'S HALL OF FAME	59	
RED SOX ON RADIO AND TELEVISION	60 & 61	
RED SOX TICKET INFORMATION	62	

Scorebook Magazine: 75 Cents (tax Included)

Photos by Jerry Buckley

Published by H.M.S. Inc., 521 Fifth Avenue, New York City. Attendance averaged over 1.8 million over past 9 years, with cumulative readership estimated at approximately 2 million per year. Advertising space reservations may be sent to H.M.S. Ads Department, 36 Yawkey Way, Boston, Mass. 02215. Telephone (617) 267-9440.

The Boston Red Sox is an Equal Opportunity Employer.

From Winter Haven to Yawkey Way

*North Shore Baseball Buffs get the real thing every day
in the Sports Pages of*



EVENING NEWS

The Heavy Hitters aren't all in Boston

**CHALLENGE
TRAINING
TRAVEL
EXPERIENCE
EDUCATION
GOOD PAY
ADVENTURE
GOOD JOBS**



Yes, today's Army is one place where you *can* really put it all together; challenge, training, experience, travel, education, adventure, a good job and good pay. So if you're between 17 and 35, and think there's more to life than what you're getting from your present job (or lack of it), look into exactly what today's Army has to offer.

Over 450,000 young people have volunteered for Army opportunities during the past two years, and are serving their country *and* themselves all over the world. Joining *them* could be a great way for *you* to grow.

For complete information on what's available for you in today's Army, and how you can qualify, see your local Army representative. He's listed in the Yellow Pages, under "Recruiting."

**Join the people
who've joined
the Army.**



**The official franks of
the Boston Red Sox.**



At your favorite supermarket, too.

The taste that takes you out to the ball game.



Colonial Provision Co., Inc., Boston, Mass. 02125

Welcome to Fenway Park

We are happy to welcome you to the most exciting baseball park in the nation, the home of baseball's most famous wall, "The Green Monster" out there in left field, where the game is played, as it was designed to be played, on grass.

Historically, Fenway Park was first constructed in 1912, and then rebuilt by the late Tom Yawkey in 1934, and the basic contours of the playing field are much the same today as they were over 40 years ago. The left field wall is 37 feet high topped by a 23 foot screen. It was resurfaced last year with new steel panels.

We know you will enjoy our message board installed also last year, which we promise will not be "gimmicked" with any message not connected directly with the game on the field.

Through the years, a visit to Fenway Park has excited all manner of visitors to rhapsodies . . . "A lyric bandbox of a ball park" - John Updike . . . "The proximity of seats to playing field provides Red Sox games with a sense of theater lacking in the grandiose, ultramodern parks" - Jeff Prugh, Los Angeles Times; . . . "A jewel of a place, all you ever wanted in a ball park - and less." - Sports Illustrated; . . . "Although Fenway is a beautiful physical plant, it is nevertheless not its own excuse for being. It was created because of the game, and it is the game that makes Fenway great." - John Donley, Harvard Crimson; . . . "This park has more corners than downtown Montreal" - recent Canadian visitor; . . . "The crowds here are so close to the field, well, Hell, they are part of the game." - Earl Weaver, Baltimore Orioles.

Welcome to the excitement and enjoy your stay!!!

BOSTON RED SOX

MRS. THOMAS A. YAWKEY
President

RICHARD H. O'CONNELL
Executive Vice-President
General Manager

JOHN W. CLAIBORNE
Assistant General Manager

GENE KIRBY
Vice-President, Administration

HAYWOOD C. SULLIVAN
Vice-President, Player Personnel

JOHN L. HARRINGTON
Treasurer

JOSEPH LaCOUR
Secretary

DONALD W. ZIMMER
Field Manager

EDWARD F. KENNEY
Director, Minor League Clubs

JOHN J. ROGERS
Traveling Secretary

WILLIAM C. CROWLEY
Director of Public Relations

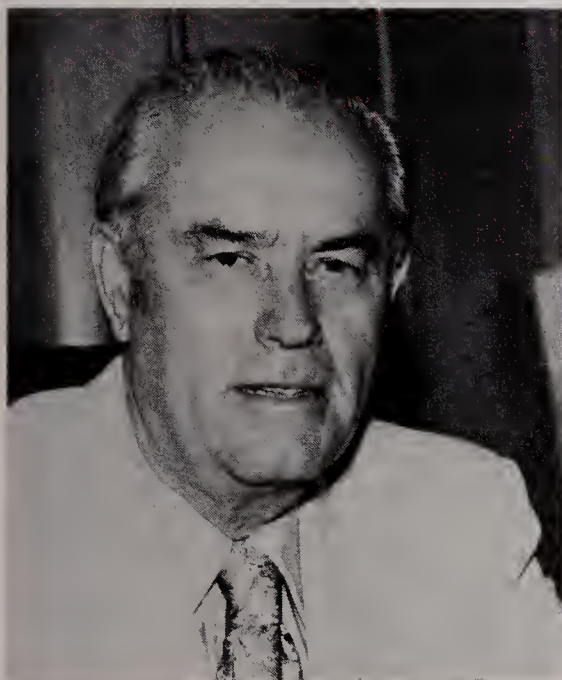
RICHARD L. BRESCIANI
Statistician
Assistant Director of Public Relations

JOSEPH F. McDERMOTT
Administrative Assistant

JOHN J. REILLY
Administrative Assistant

ARTHUR J. MOSCATO
Ticket Manager

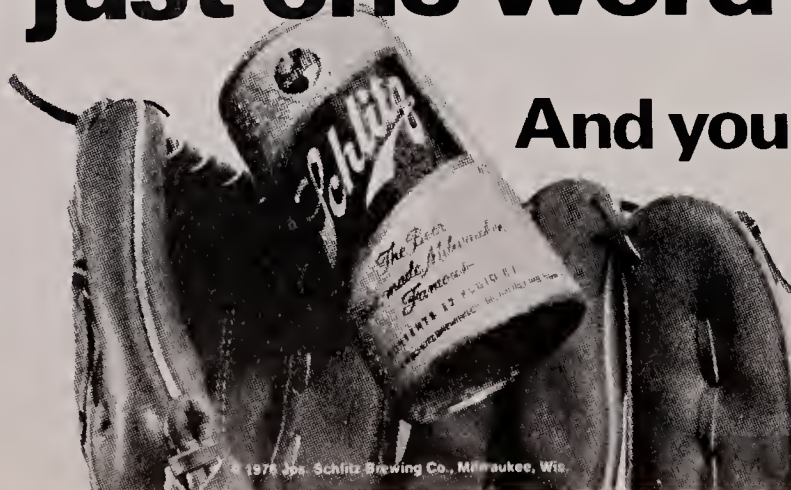
MARY E. WALSH
Administrative Assistant



DICK O'CONNELL
General Manager

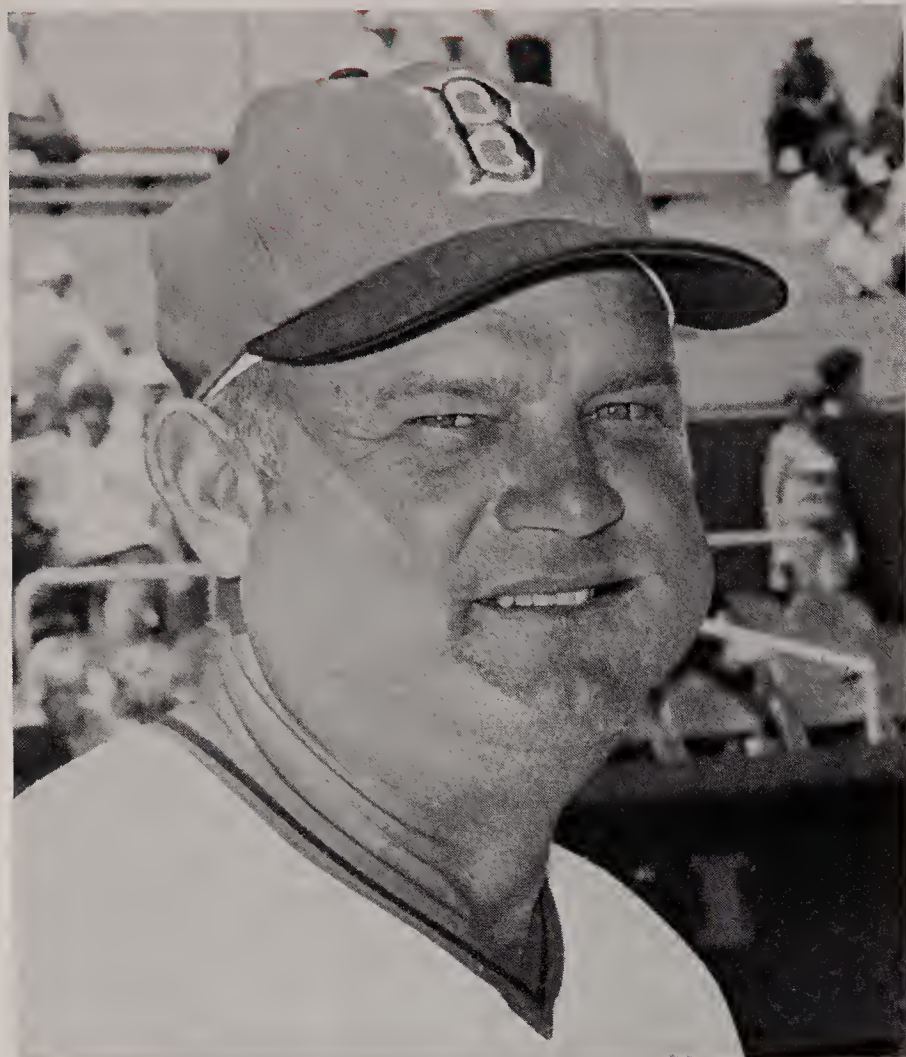
There's just one word for beer.

And you know it.



© 1976 J. & W. Schlitz Brewing Co., Milwaukee, Wis.

The Manager . . .



DONALD WILLIAM (ZIM) ZIMMER

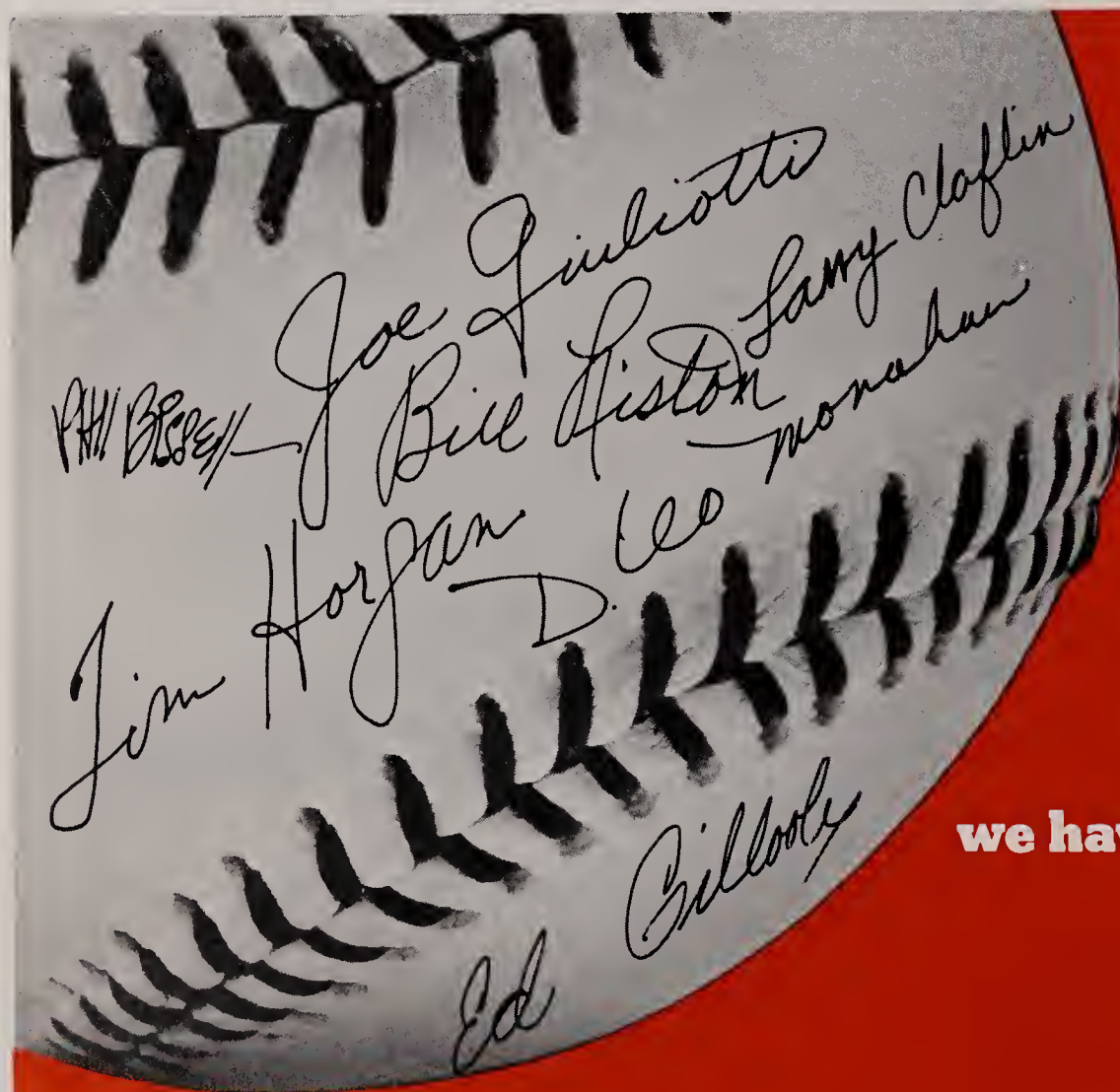
Age: 46: Born: January 17, 1931, Cincinnati, Ohio. Ht: 5'9", Wt: 185 lbs. Green eyes, Brown hair. Bats and Throws: Right. Home: Treasure Island, Fla. Married Jean Carol Bauerle. Children: Thomas 6-30-52, Donna 3-14-54.

Don replaced Darrell Johnson on July 19 in Texas and led the Red Sox to a 42-34 record the rest of 1976. He was the Red Sox third base coach for two and one-half years before becoming the manager. Zimmer was a hustling, aggressive player and the Red Sox should be in the same mold with a solid fundamental background.

Zimmer started his pro career in 1949 in the Dodger system as a shortstop. In 1953 he was leading the American Association in homers (23) and RBI (63) at St. Paul when he was struck in the head by Jim Kirk of Columbus July 7, 1953 and missed the rest of the season. In 1954 he began a 12-year major league career with the Dodgers, Cubs, Mets, Reds and Washington Senators. He had to overcome another injury when he got a cheek bone fracture June 23, 1956 on a pitch from Hal Jeffcoat of the Reds that again disabled him for the year.

On October 10, 1961 Don was selected by the Mets from the Cubs in the N.L. Expansion Draft. He was with the Senators for three years and then played with the Toei Flyers in 1966 in Japan. During his major league stay he played second, third, shortstop, the outfield and even caught 35 games for the Senators.

He became a minor league manager in 1967 in the Reds organization. In 1971 he moved up to third base coach with the Montreal Expos. Don started 1972 in the same capacity for San Diego and then succeeded Preston Gomez in April as manager. He led the Padres through 1973 and joined the Red Sox after that season.



**We
read
you.**

**That's why
we have so much on the ball.**

Boston Herald American

Free Valet
Parking



Ladies
Invited

Where you're never Out at the Plate.

(The Original Saloon's only 5 mins. from Fenway Park.)

NEW YORK SIRLOIN • PRIME RIB of BEEF • BOSTON SCROD
BAKED STUFFED SHRIMP • BARBECUED SPARE RIBS • LONDON BROIL
IMMENSE N.Y. STYLE SANDWICHES

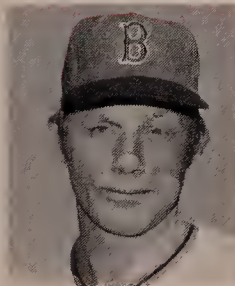
The Second Saloon
The Mall at Chestnut Hill
Chestnut Hill, Mass.
964-1200

The Original Saloon
344 Newbury St.
Boston, Mass.
266-3000

The Grand New Saloon
South Shore Plaza
Braintree, Mass.
848-0200

Luncheon 11:30 A.M. — 3:30 P.M., Dinner 3:30 P.M. — 1:00 A.M., Drinking til 2:00 A.M.

The Coaches . . .



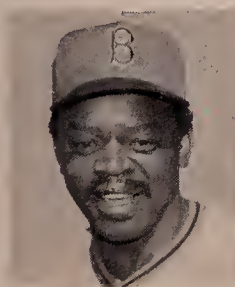
WALTER JOHN (WALT) HRINIAK

Age: 33, Turns 34 May 22; Born: May 22, 1943, Natick, Mass. Ht.: 5'11"; Wt.: 178 lbs. Green eyes. Blond hair. Bats: Left. Throws: Right. Home: No. Andover, Mass. Married Patricia Ann Doherty.

Walt is a newcomer to the Red Sox staff, and will be handling the duties of a bullpen coach. He managed Montreal's Rookie team at Lethbridge, Alb., Canada in the Pioneer League last year after starting the year as a coach with Denver. In 1974-75 he was first-base coach with the Expos, following two years as manager

of their Jamestown team in the NYP League.

Hriniaik, a native of Natick, Mass., signed a substantial bonus contract with the Milwaukee Braves in 1961. At Natick H.S. he was All Scholastic choice as a baseball shortstop, football quarterback and hockey center. He had a 13-year pro career that included two years with the Braves and Padres in 1968-69 as a catcher. In 1970 he played for Zimmer at Salt Lake City.



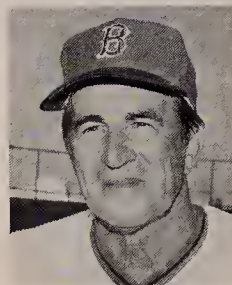
ALVIN NEIL (AL) JACKSON

Age: 41, Born: December 25, 1935, Waco, Tex. Ht.: 5'10"; Wt.: 170 lbs. Brown eyes, Black hair. Bats and Throws: Left. Home: Dix Hills, N.Y. Married Nadine C. Simmons. Children: Reginald 10-15-58, Barry 2-9-61.

Al joins the Red Sox for 1977 as the new pitching coach. He had been a pitching instructor in the Mets system since retiring after the 1969 season. Jackson was a hard-throwing left-hander with the Pirates, Mets, Cardinals and Reds. He had a 67-99 record and a 3.98 ERA during his 10-year career. His best years

were with the Cardinals in 1966 (13-15, 2.51) and 1967 (9-4, 3.95). He did not play in the 1967 World Series against the Red Sox.

Jackson was chosen the outstanding player in Texas while pitching for Moore H.S. in Waco in 1954. He also won four letters as a football quarterback and two in track. He attended Wiley College in Marshall, Tex. In the off-season he's an account executive for Schley Shipping in New York. He was selected by the Mets in the 1961 Expansion Draft.

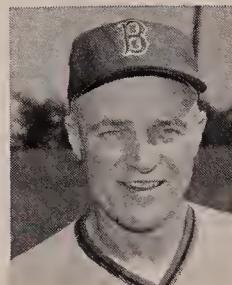


JOHN MICHAEL (JOHNNY) PESKY

Age: 57, Turns 58 Sept. 27; Born: September 27, 1919, Portland, Ore. Ht.: 5'9"; Wt.: 170 lbs. Brown eyes, Brown hair. Bats: Left. Throws: Right. Home: Swampscott, Mass. Married Ruth Hickey. Children: David 12-19-52.

Pesky has been one of the most popular members of the Red Sox organization since he came to Boston as a rookie shortstop in 1942. He's been a player, coach, manager and radio-TV announcer for the Red Sox. Now he's back for the third year as first base coach.

Johnny was an outstanding shortstop, third baseman and all-around hitter. He holds the Red Sox records for most hits by a rookie (205) and most singles in a season (172) and hit over .300 six times in his major league career. After 10-years with Boston, Detroit and Washington, Pesky coached under Ralph Houk in Denver in 1955 and managed in the Detroit farm system from 1956 through 1960. In the mid-1960's he was a coach for the Pirates and a manager in their system before joining the Red Sox broadcast crew in 1969. He spent six years as part of the radio and television team. He also managed Seattle for the Red Sox in 1961-62 before moving up to the parent Boston Team in 1963-64.



EDWARD FRED JOSEPH (EDDIE) YOST

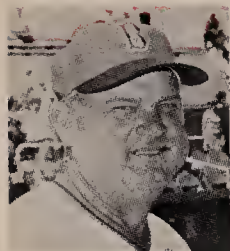
Age: 50, Born: October 13, 1926, Brooklyn, N.Y. Ht.: 5'10"; Wt.: 180 lbs. Blue eyes, Brown hair. Bats and Throws: Right. Home: Hauppauge, N.Y. Married Pat Healy. Children: Felita 1/13/62, Michael 11/12/63, Alexis 5/3/65.

Yost is another newcomer to the Red Sox staff and will be the third base coach. Throughout a 14-year coaching tenure with the Washington Senators and New York Mets he has been acclaimed as one of the best third base coaches in the game.

"The Walking Man," as he was known during his 17-year major league career, was an outstanding third baseman and leadoff hitter. He came from the campus of New York U. to the Senators in 1944 and went on to set several records for third basemen. He led the A.L. six times in walks, had over 100 walks eight times, scored over 100 runs five times and twice led the league in fielding. He still holds the A.L. record of 28 home runs as leadoff batter.

He was traded from Washington to Detroit in Dec. of 1958 and was selected by the Angels in baseball's first expansion draft, Dec. 14, 1960. When Yost retired after the 1962 season he held the major league record for most games at third base (2,008) and the A.L. marks for putouts (2,356), assists (3,659) and chances (6,015). He was selected for the A.L. All Star team in 1952 but did not play. He has a Master's Degree in Physical Education from N.Y.U.

A.L. EAST MANAGERS . . . "WHAT

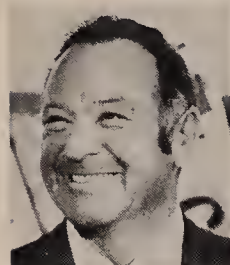


DON ZIMMER

BOSTON—"I think most people in baseball realize that 1976 was just a bad year for the Red Sox, because we did have personnel superior to all other clubs in the league. I know even the Yankees must feel that way, because, despite winning by 10½ games, they still went out and spent something like \$5,000,000 to strengthen their club.

"So, it becomes a case of getting the most out of our present personnel, bolstered by the addition of reliever Bill Campbell and the return of George Scott and Bernie Carbo.

"In the few years I've been associated with the Red Sox, we always needed a top reliever, so we went into that free agent market and got the man we wanted in Campbell. With Bill in the bullpen, our veteran starting pitchers, like Fergie Jenkins, Luis Tiant and Rick Wise, will feel a lot better in the late innings with a one or two run lead,



ROY HARTSFIELD

TORONTO—"I'm very excited about the kind of ball club we have here in Toronto. Before we went into the expansion draft I hoped we would get some youngsters with some speed and some good young arms for our pitching staff. That's exactly what we got and I'm very excited about what I think we can do with that kind of ball club. We may surprise some people.

Speed is the best asset you can have in this game. Then if you can just teach some bat control, you can open up some big innings. I'm a gambling type manager, so there may be occasions when we may run ourselves out of a few too.

All this is even more important on our artificial surface at Exhibition Stadium. So the kind of hitters we looked for were those that know how to make contact—a fellow like Bob Bailor, for example. He doesn't strike out very often, and when you get the bat on the ball that's when things happen—especially if you've got some jackrabbits on the bases.



RALPH HOUK

DETROIT—"I believe the fans of the Tigers are going to enjoy their club in 1977, watching young players develop. The farm system has produced some fine prospects and they've been blended with enough veterans to keep them steady on their feet.

They'll be fun to watch. Of course, we must win our share of games and be in the race in the American League East. I believe we can do that.

We won 17 games more in 1976 than we did in 1975, despite a string of serious injuries to players like Aurelio Rodriguez, Milt May, Ron LeFlore, Willie Horton and Tom Veryzer—who were really missed.

In 1977, our pitching should be better. Everyone knows about Mark Fidrych and what he can do. I believe Dave Roberts, coming off a knee operation, will have another good year.

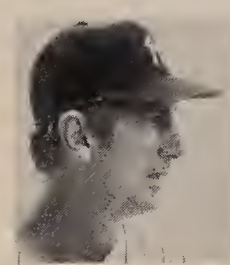
I look for improvement from Vern Ruhle, who is a better pitcher than he showed last season.

We have other veterans coming back like Ray Bare, Steve Grilli and Jim Crawford—and, of course, there is John Hiller, who is one of the best relief pitchers in the major leagues.

We also have outstanding reports on our young pitchers, such as Ed Glynn, Bob Sykes and Dave Rozema, who is not yet on our major league roster.

Our catching should be greatly improved with the return of Milt May, who missed virtually all of last year. We will benefit from the experience of Bruce Kimm and John Wockenfuss.

On top of that, we have one of the outstanding catching prospects in the country, most people believe, in young Lance Parrish.



BILLY MARTIN

NEW YORK—"Having the Yankees from the start last season I thought we'd be right in the thick of the American League pennant race. We excited a lot of people last year, by becoming the American League Champions, and this year we hope to continue to excite baseball fans everywhere, by going one step further and taking it all.

The experience of winning the pennant, and World Series competition, has got to go a long way in making our club stronger.

Offensively the addition of Reggie Jackson, and on the pitching staff the addition of Don Gullett, are two tremendous plusses to our club.

I feel that our club is basically set, except for one position. One question I will have to decide in spring training is how many pitchers we will carry, but regardless our pitching will be stronger than we ever

knowing they have someone who can come on and protect that lead.

"Also, a lot of people pointed to our shortened spring training of 1976 and the fact that we didn't accomplish enough in Florida, plus our unsigned players, as the reasons why we didn't do as well as we should have last year. Well, I can promise we don't have those excuses in 1977. All our key players are signed . . . and we left nothing out during spring training that I thought was necessary, and our players worked very hard on fundamentals in Winter Haven.

"There's no question that the Yankees are the team to beat in our division and I think Cleveland has been improved. I would have to say that no team improved more than the California Angels in the Western Division. As far as the Yankees are concerned, they are in the position we were in last year, when everyone figured we would be a shoe-in. But as we proved last year, pre-season predictions aren't what counts. What happens on the field counts, and we'll do our talking out there."

Defense can win you ball games too. We've got some outfielders who can really get the ball—fellows like Gary Woods. That's another area where speed pays off more for you than for the other team. It's the same in the infield. If you take an extra base away here, take a hit away there, pretty soon you can do more with the runs you get for yourself.

The one place where we wanted a little more experience is in our pitching staff. We certainly got that in fellows like Steve Hargan, Bill Singer, Chuck Hartenstein. But look at some of the youngsters, too. Jerry Garvin, Jim Clancy, Butch Edge, Dennis DeBarr—these fellows can really throw. Here's where strikeout pitching is important too. If getting the bat on the ball is important on the artificial turf, a strikeout takes away more possibilities for the opposition. We've got some flame throwers who can do just that job.

There's one key thing that everybody has an equal amount of inside him — and that's hustle. That's where I come in. You have to know how to handle players, that's the important thing. And I can tell you one thing about our club for '77—just because we're a first-year club, we're not going to roll over and play dead for anybody. Anybody who tangles with us is in for a ball game—and that makes for excitement.

Our infield, without question, will be more established with Aurelio Rodriguez in sound condition again; Mark Wagner and Tom Veryzer battling it out at shortstop; the addition of Luis Alvarado at second, bringing experience to that position; and Jason Thompson at first—one of the best-looking young players in the League with power and an excellent hitting stroke.

Chuck Scrivener showed he can do a good job at second or short; Phil Mankowski did a valuable job at third when Rodriguez was hurt and young Jerry Manuel can be helpful infield.

In the outfield, we have real strength. Ron LeFlore is a proven player and recovered from his knee injury. Ben Oglivie has won an outfield job and it's up to him to keep it. Rusty Staub's steady hitting is outstanding, of course.

Then there is a key man in the picture, young Steve Kemp, a real power hitter coming up from the minors who would have been with us last September except for his ankle injury.

Also in the outfield picture is Mickey Stanley, a real stabilizing factor since he can play any position out there as well as fill in some infield spots.

As the designated hitter, there's Willie Horton, who is set to play some in the outfield. Staub and Kemp also are available.

As for the race in the American League East, it seems that New York will be the team to beat, considering all the money the Yankees have spent to acquire free agents. However, Boston will be in the race; Cleveland and Milwaukee are improved; while Detroit and Baltimore, both building with youth, might be called the unknown factors.

All in all, I look for an exciting year for the Tigers—with lots of youth and enough veterans to stabilize things.

I sincerely feel that the most difficult days of rebuilding are behind us and that the "fun days" are ahead.

had before. It will be a pleasant problem deciding between five starters like; Catfish Hunter, Ed Figueroa, Don Gullett, Ken Holtzman and Dock Ellis.

I feel we will have a strong hitting club from the left side, with speed. Our defense will be improved due to the experience of winning the pennant and competing in the World Series.

We made some mistakes last year, because of execution, and I feel strongly that these will be cut down by working hard in spring training.

I plan to put a lot of emphasis, during the training camp, on bunting, hit and run, and on defense, hitting the relay man. Because this, I feel, is the winning way. This year will probably be tougher than any year I've ever managed. To repeat as a winner we must push harder in spring training.

Winning again is not easy, we were the champs last year and you have to figure every one will be gunning for us. The other teams in our division all got stronger, so it will be up to us to work twice as hard to repeat, and you can believe me we will work hard.

**50 Years
of Dining
Excellence
on the
Freedom
Trail**



**Dini's
Sea Grill**

94 Tremont Street, Boston • Phone 227-0380
OPEN DAILY 10:30 A.M. - 10:30 P.M.
SUNDAY 11:00 A.M. - 10:30 P.M.

**DISCOUNT
OFFICE FURNITURE
WAREHOUSE**

Nationally Advertised Products
DESKS STEEL & WOOD • FILING CABINETS
UPHOLSTERED FURNITURE
CHAIRS • ETC.

**Above Merchandise in Stock
For Fast Delivery**

NEW AND USED ITEMS

Ask about our rental and leasing plans
Our Prices are among the **LOWEST**
in New England

262-5110

120 BROOKLINE AV., BOSTON
Near - Fenway Park
AMPLE PARKING



"Hit a Home Run!"

**Buy!
Crestview
Butterfarm
Bread**

GENEST BAKING INC.
Manchester
New Hampshire 03105

TO EXPECT IN '77"

BALTIMORE—The Orioles will have a much different look about them in 1977. Gone are regulars Bobby Grich, Reggie Jackson and Wayne Garland via the re-entry draft. Four-time 20-game winner Mike Cuellar, who will reach his 40th birthday in May has been released and both Brooks Robinson and Paul Blair, two of the Orioles' greatest players ever, figure to be playing supporting roles.

At this stage, pitching and youth would appear to be our strongest assets. Despite the loss of Cuellar and Garland, a 20-game winner last year, our pitching should be tough. Jim Palmer, who won 20 games for the 6th time and earned his third Cy Young award, is returning along with veterans Rudy May, who set a career high with 15 wins in 1976, and Ross Grimsley.

Three excellent young prospects will also be candidates for spots in the starting rotation: lefties Mike Flanagan and Scott McGregor and righthander Dennis Martinez from Nicaragua. Martinez and McGregor were picked as the best two pitchers in the International League last summer.

Our bullpen, with Tippy Martinez, Fred Holdsworth and Dyar Miller, could be one of the very best in the A.L.

Now that Jackson is gone, Lee May, the "most valuable Oriole" in 1976 and the league's leader in RBI (109), will be our principal power threat. However, Ken Singleton, our best overall hitter the past two years, can also be counted on to hit the long ball. Hopefully, the young Mexican outfielder Andres Mora will also be able to add some power following a year's experience in the big leagues. The same can be said of Brooks' successor at third base, Doug DeCinces, who hit 11 home runs in his first season as a regular.

CLEVELAND—Everyone who has been around the Cleveland Indians the past few years knows we've made great progress. No predictions right now, but I'm pleased with what we've got going, the direction we're heading, and the things we've been able to do this winter to continue the improvement.

With the group of players we have now, we are in a position that we can win it if we receive top performance from everybody, which is what every team that wins a championship must do.

The improvement in the club can be traced to our pitching, which now ranks with the best in the league. Our pitching was good last year and is even better now. Adding Wayne Garland and Al Fitzmorris to a starting rotation that already included Dennis Eckersley, Pat Dobson, Jim Bibby and Rick Waits, as well as to the best lefty-righty relief combo in baseball—Dave LaRoche and Jim Kern—has made pitching our strong suit.

So we've gone from a team that led the majors in home runs two years ago, to a team that is stressing pitching, speed and defense.

We will probably lead off the lineup with center fielder Rick Manning, second baseman Duane Kuiper and leftfielder John Grubb. The three give us solid hitting as well as quickness at the top. They are also solid defensively. Manning was a Gold Glove winner last year, and Kuiper is developing into the top second baseman in the league. If Grubb hits for us the way he hit for the Padres, he'll produce lots of runs.

I'll do the same thing this year that I did with Buddy Bell in 1976—put him down in the lineup at

MILWAUKEE—I am really looking forward to the 1977 season and the start of spring training, because I feel the Brewers will be an improved and exciting team to watch.

One of the bright spots of the 1976 season was the success of the pitching staff put together by our pitching coach, Cal McLish. With the nucleus of that staff returning, we feel our pitching should be in good hands.

Jim Slaton finally came into his own and became the consistent major league pitcher the Brewers always knew he could be.

Joining Jim in the starting rotation are southpaws Billy Travers and Jerry Augustine. Travers led the team in victories (15), complete games (15) and earned run average (2.81) last season, being only the second pitcher in Brewer history to win 15 games in one year.

Augie did a fine job for us coming out of the bullpen at the beginning of the season, but he really came into his own when he moved into the starting rotation.

Bill Castro and Eduardo Rodriguez return once again, and both could take charge and become one of the top bullpen duos in baseball.

We are also counting on some young men to step into the rotation and do a good job for us like Travers and Augustine did last year. Gary Beare, who looked good when he won two games after joining the team in September last season, and Moose Haas are being counted on to play a big role this year.

And another new, but familiar face, Ken Sanders, is back again, after spending his finest years (1970-72) with the Brewers when he topped off his career by winning the Fireman of the Year Award in 1971.

Handling our pitching staff behind the plate this year is Charlie Moore. For the first time in his career he will come into camp as the number one catcher.

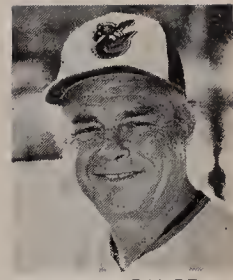
Backing Moore up will be veteran catcher, Larry Haney, one of baseball's finest defensive catchers and handler of pitchers.

Among additional new faces are infielders Rich Dauer, the International League batting champion (.336) last year, and Kiko Garcia, a highly thought of, much sought after prospect from the Orioles' farm system. Both Dauer, the former U.S.C. all-American, and Garcia, who played shortstop at Rochester last year and enjoyed the best of his six pro seasons, will be candidates for the second base job vacated by Grich. If neither of these young players come through, we can move DeCinces to second and put Brooks back at third base.

Al Bumbry who stole 42 bases for us last year despite a disappointing .251 average could well be our regular center fielder, flanked by Mora or Pat Kelly (just obtained from the White Sox in a deal for Dave Duncan) in left and Singleton in right. Now a four-veteran, Bumbry should be ready to regain his form of 1973 when he batted .337 and was voted "rookie of the year."

Rick Dempsey will probably do most of our catching and gives us one of the best throwing arms in baseball. Young Dave Skaggs, up from Rochester, will also be available for duty behind the plate as will veteran utility-man Tom Shopay.

In summary, the Orioles should have solid pitching and good defense. The offense will depend on just how much the younger players can help out the established veterans. Only time will tell.



EARL WEAVER

third base everyday, and let him play. Frank Duffy continues to amaze me at shortstop. I do a double-take everytime he is charged with an error. Little Larvell Blanks was a lifesaver for us last year, filling in at short and second, and delivering many clutch hits. He and Hector Torres give us good infield depth.

With Boog Powell and Andre Thornton at first base, we'll have a long ball threat and good run production every day.

Behind the plate, Ray Fosse and Fred Kendall are both excellent receivers and are more than adequate offensively. It was a pleasure to watch Ray regain his batting stroke last year. Ron Pruitt will be the third catcher, and his value goes up because he can play anywhere.

Charlie Spikes will hopefully return to the stride he hit in his first two seasons. That would make us an explosive offensive team.

Rico Carty and Bill Melton give us strength at the designated hitter slot. In my opinion, Rico was the best DH last year. Melton gives us even more versatility.

The AMERICAN LEAGUE EAST should provide an exciting season. Our pitching will put us in the middle of things all year. If we can get off to a good start, we can gain the confidence to be right in there with New York, Boston and Baltimore. Detroit and Milwaukee will be much improved too, and will be factors in the 1977 race.

Our infield is set at three positions with Cecile Cooper and Sal Bando at first and third base, respectively, and Robin Yount, one of the game's better young players, at short-stop.

Cooper, a player with that rare combination of power and speed, should improve on his 15 homer total of 1976 here in County Stadium.

Bando is coming off a season that saw him finish second in the American League with 27 homers.

Yount, the youngest player in history to play in all of his team's games last year, will hope to continue his pace that saw him above the .300 mark late into June.

Second base should be a battle between Tim Johnson, who had his finest year at the plate (.275) in 1976, and rookie Lenn Sakata, a fine defensive player.

Mike Hegan, the only Brewer to ever hit for the cycle, and Jack Heidemann give the team depth in the infield, as do rookie Jim Gantner, who was outstanding with the glove the final month last season, Gary Sutherland, a veteran second baseman, and Bob Sheldon, a left-handed hitter with punch.

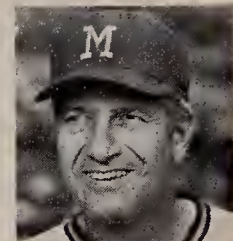
Sixto Lezcano, at 22 years of age last season finished 17th in the American League batting race (.285), will be back to claim his right field berth. He should be joined by two youngsters acquired from the Western Division Champion Kansas City Royals over the winter—Jamie Quirk in left field and Jim Wohlford in center.

At the moment the Designated Hitter is Don Money, still one of baseball's best clutch hitters. He had one of his finest seasons last year before injuries took their toll and cut his season short.

That's why I'm excited and looking forward to spring training. The competition for starting spots should make us improved and more exciting in 1977.



FRANK ROBINSON



ALEX GRAMMAS

CHEVY

BUY
PAUL MITRANO

NO. EASTON

238-4355

963-5192

Bet you'll see
California®
in the Series.



Used in
Fenway
Park.

Find your
California
Paint
dealer in
the Yellow
Pages.

The Best of Boston

Polcari's Restaurant
283 Causeway Street
Tel. 742-4142

Pizzeria Regina
111/2 Thatcher Street
North End
CA7-0765

Cafe Jean Paul
Atlantic Avenue
Lewis Wharf



Mr. Sid the first and last words
for fashionable men and their ladies
who appreciate fine clothing,
meticulous tailoring, and
exceptional service.

Exclusively yours at Mr. Sid.

L
LOUIS ROTH
of CALIFORNIA

mr. Sid
NEW TON CENTRE

Welcome Back **BOOMER!**

by LARRY WHITESIDE

The name is enough for most Red Sox fans. George Scott . . . The Boomer . . . is back. And that says plenty about their chances of returning to the top of the American League.

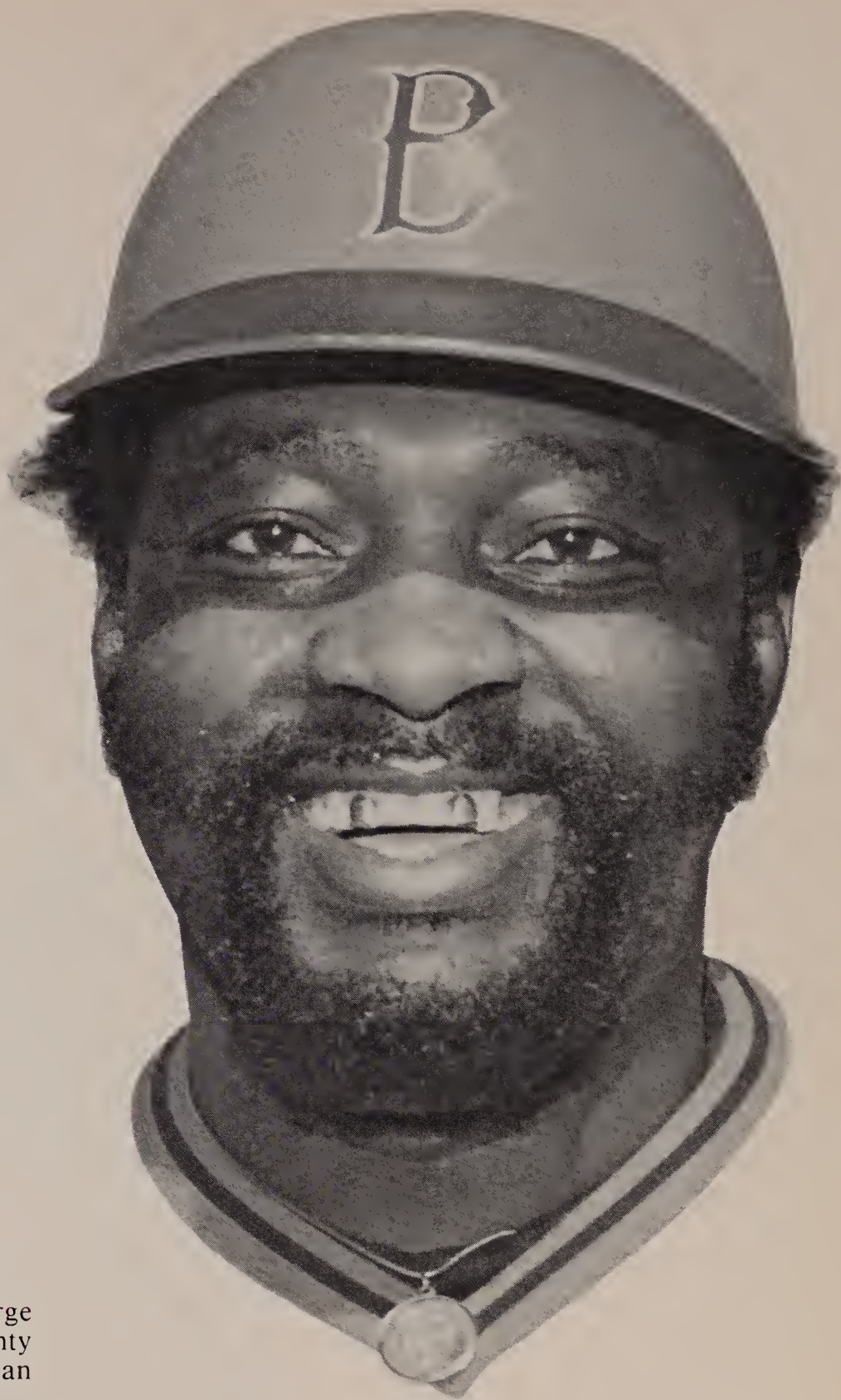
"It's like a dream come true for me to come back to Boston," says Scotty. "I'm tired of losing. I want to be with a winner. I had a taste of it when I was here before. So I know exactly how it feels."

Of all the trades the Red Sox have made in recent years, the one most fans regret is the one that sent Scott away to Milwaukee five years ago. While with the Brewers he developed into one of the league's top hitters, and surpassed his great 1967 season with the Red Sox.

From 1966, when he first came up from the Pittsfield Red Sox, through 1971, "The Boomer" had captured thousands of New England fans with his "taters", his favorite expression for home runs, and his magic glove at first base.

While away, Scott continued to be the premier fielding first baseman in the American League, extending his string of Golden Gloves to six in a row, and eight for his 10-year major league career.

Now Scott is back in a Red Sox uniform and eager to fit into what some people feel will be the most explosive



lineup in either major league. Should Scott regain his form of 1975, when he led the American League with 36 home runs and drove in 109 runs, the Red Sox are a cinch to surpass last year's record of 134 home runs, and extend their streak of 100 or more home runs to 32 straight years.

"I feel for the first time in five years," said Scott, "that I can go to the plate and not worry about carrying the entire burden. When you know that and when you're going to get help, it makes you a better player. You enjoy coming to the ballpark again. Baseball hasn't been that much fun the last couple of years."

George Scott was always the kind of player who made baseball a fun game. If it was not with his towering fly balls over the wall in Fenway, it was with his deft fielding. As a raw kid out of Greenville, Miss., he made Boston his home in 1966, and in 1967 Boston adopted him as one of its own to love and cherish forever.

In that championship season, Scott batted .303 with 19 home runs and 82 RBI's, a combined total he did not surpass until he was traded to Milwaukee in the now famous 10-player deal of 1971. Scott would be the first to admit that he was young and made mistakes during those early years. But all he ever wanted to do was play baseball and in Boston.

"I was only 21 when I got to the big leagues," related Scott. "I had all the confidence in the world in my ability. In fact, I still do. But the media had ideas about me and wrote things which I couldn't control. I never wanted to leave Boston, but I couldn't control that, either."

The Scott critics insisted that he was a trouble maker, that he was not a good man in the clutch, especially with runners on base. And worse, it was said that Scott was a poor two-strike hitter. But in Milwaukee, his image changed quickly. In 1973, he batted .306 and drove in over 100 runs (107) for the first time in his career, and hit 24 home runs. In 1975, he batted only .285, but had a career high of 109 RBI's.

"In the five years I was away," said Scott, "I actually became a much better hitter than I was the first six. Coming back is a very welcome situation for me because I believe I'm improved not only as a player, but as a man. I was team captain the last couple of years, there."

"I think my RBI total proves what kind of clutch hitter I am. And certainly the one major difference between now and then is my patience at the plate. A good hitter must have the kind of patience to stay away from bad pitches and recognize the good ones."

"I'm still a power hitter, when the opportunity presents itself, but I'm not a pull hitter anymore. I've learned not to try to pull every pitch away from me."

"The most important thing is that I'm finally secure in my belief that I'm a good ballplayer. You don't play in 158 games a year, if you're not a good player. I learned a great deal about myself in the last five years."

Scott says people may be misled by his 1976 statistics. He dropped off to 18 home runs and 77 RBI's. He was embroiled in controversy with Brewer management, insisting they were putting too much emphasis on his off year, while ignoring the fact that Henry Aaron was in the twilight of a great career and Milwaukee was a last place club, at best.

"People have already forgotten that despite having an off season, I still led the club in most departments. While I admit I didn't play up to my potential, it tells you that the people around me didn't contribute much more."

"I'm not putting a knock on the city of Milwaukee. The people there were fine to me and it was an experience I'll never forget. Just the opportunity to spend two years with Henry Aaron, the greatest hitter in baseball history, was worthwhile. To see him at dinner, at the park, on the road. . . just made my eyes light up."

"But I was tired of losing. It's hard to go to the park each day and know you don't have a chance to win. You don't give up, though, and that's where the pressure comes from because you feel at times that you have to do it all by yourself."

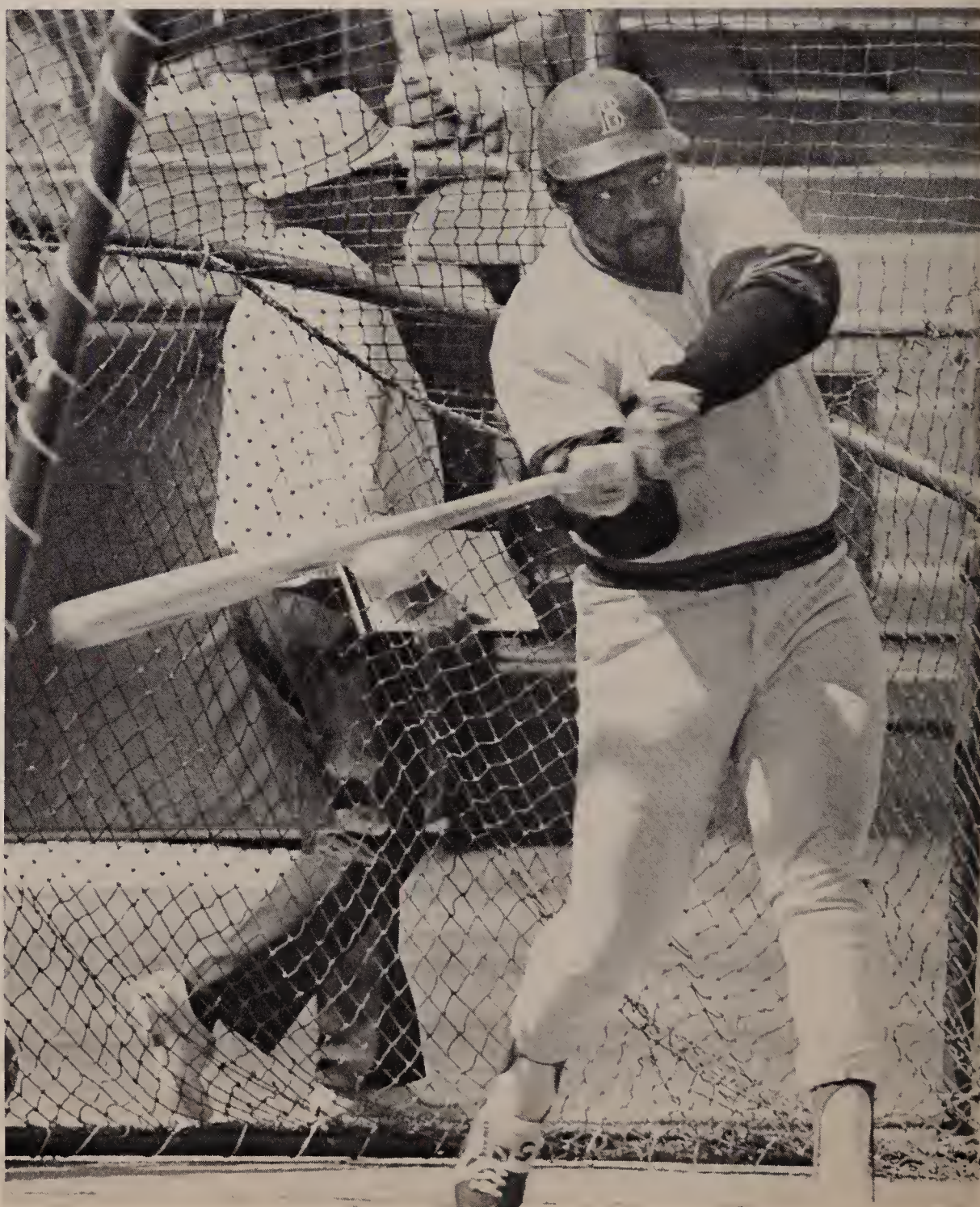
"The best thing about being in Boston is that for the first time in five years I can relax. I can go to home

plate and not worry about carrying the entire burden. There is no question about Boston's talent. Even last year, before they got Bill Campbell and me, I felt the Red Sox had the best talent in the American League."

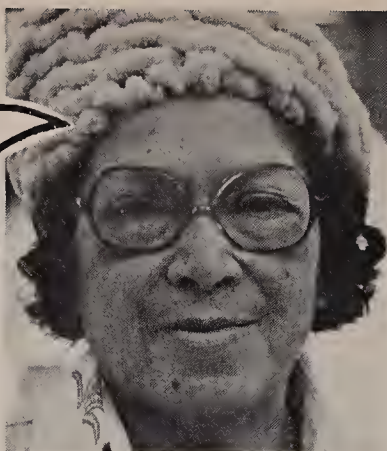
"The fact that they played the Reds to a near standstill two years ago, should let you know how much talent there is on this club. I'm just happy to be a part of it again. I love the city and the fans have always been just great to me."

Scott says helping the Red Sox win another pennant is his No. 1 goal. "I have some personal goals," he said, "and that includes having my best all-around season. But I'm not putting that ahead of helping the Red Sox win the pennant. We've got a solid team, and if we can get off to a good start, we'll get a chance to be contenders all year."

"You don't win it on paper. You win it on the field and our chances are as good as anybody's."



I WON
\$4,200
ON THE
NUMBERS
GAME.



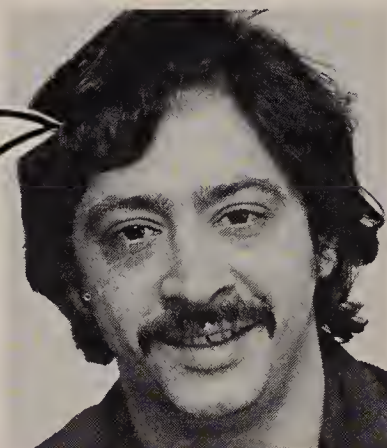
Jessie Tyler, Lynn

I WON
\$3,600 AND
I WON
THREE
TIMES.



Elaine Gallagher, No. Quincy

I WON
\$1,194.
WHEN I PLAYED
MY NUMBER.



Pastor Escabi, Littleton

I WON
\$1,199
ON THE
NUMBERS
GAME.



Ida Pizzuro, Medford

HAVE YOU PLAYED YOUR NUMBER TODAY?

THE NUMBERS GAME

MASSACHUSETTS
STATE LOTTERY



Club Soda Explained



Watch the Bubbles

The water in a high quality club soda must be free of all possible impurities as carbon dioxide gas will collect around even the tiniest microscopic particle. An *impure sparkling water bubbles furiously when uncapped – but for a short time only!* Then it is flat.

Taste the Consistency

Natural Waukesha White Rock Sparkling Water passes through 1,400 feet of limestone, which serves to filter the water and at the same time add healthful mineral content. In modern White Rock production plants, first we completely purify the water, then we add the natural blend of minerals. The product is identical whether the water comes from the White Rock Spring or a White Rock production center.

See the Carbonation

Freezing, superfined, gas hungry water is sprayed through pure carbon dioxide gas to achieve maximum saturation. White Rock Club Soda has the highest degree of gas retention. This is due to consistent crystal pure water and our unique natural mineral blend.

Be Sure There really is a difference.

SOXWORD PUZZLE

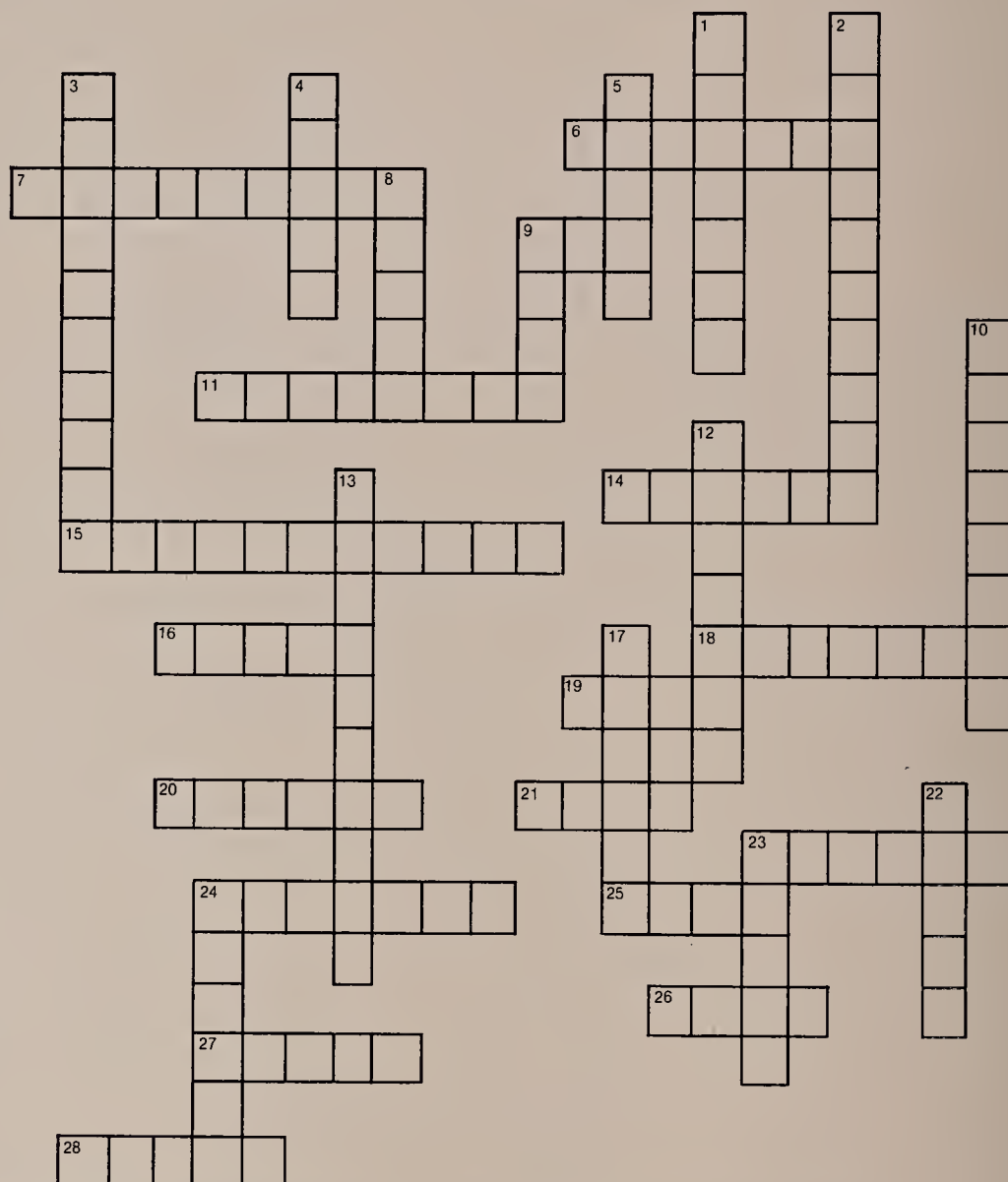
Below are listed the names of the 31 players who appeared in at least 1 game for the Boston Red Sox last season. See if you can fill in the crossword puzzle below with all of their names. The clues are the players' 1976 record.

Baker
Burleson
Cleveland
Cooper
Darwin
Dillard
Doyle
Evans

Fisk
Griffin
Heise
Hobson
House
Jenkins
Johnson
Jones

Kreuger
Lee
Lynn
Merchant
Miller
Montgomery
Murphy
Petrocelli

Pole
Rice
Tiant
Whitt
Willoughby
Wise
Yastrzemski



BATTERS — Batting average, Home runs, Runs batted in.
PITCHERS — Won-Lost, Earned Run Average.

ACROSS

- 6) .132, 0, 0.
- 7) 10-9, 3.07.
- 9) 5-7, 5.63.
- 11) .291, 7, 42.
- 14) 4-6, 4.18.
- 15) .267, 21, 102.
- 16) .130, 1, 2.
- 18) .189, 0, 4.
- 19) 14-11, 3.54.
- 20) .282, 15, 78.
- 21) 6-5, 4.31.
- 23) .234, 8, 34.
- 24) .275, 1, 15.
- 25) .282, 25, 85.
- 26) .255, 17, 58.
- 27) .222, 1, 3.
- 28) .242, 17, 62.

DOWN

- 1) 12-11, 3.27.
- 2) .247, 3, 13.
- 3) 3-12, 2.82.
- 4) 21-12, 3.06.
- 5) 5-3, 3.38.
- 8) .250, 0, 26.
- 9) .314, 10, 65.
- 10) .000, 0, 0.
- 12) 2-1, 4.06.
- 13) .213, 3, 24.
- 17) .283, 0, 27.
- 22) 1-3, 4.30.
- 23) .268, 0, 5.
- 24) .207, 4, 18.

(Solution on page 62)

LABATT'S OPENS IN BOSTON



call for Labatt's
BREWED IN CANADA

Baseball Cards

Aren't "Just for Kids"

Some old baseball trading cards may be worth their weight in gold to collectors, but they're all priceless to a nostalgic fan.

Nothing can turn back the clock like a stack of bubblegum cards.

Ted Williams once again is the smiling, slender Kid who "has a great future according to experts." (Gum Inc., 1939)

the bases, only absolutely perfect throws ever stopping him." (Piedmont cigarettes, 1911)

The years melt away for the fan, too. Who can handle these colorful pieces of cardboard without recalling the sweet smell of bubblegum — or Dad's cigarettes if you're a senior citizen, the flipping, the trading and the Quixotic quest for a favorite

sales by including cards with the popular caramel slabs of the day. Over the ensuing years cards have been given away with, or in, countless products, including potato chips, hot dogs, cereal, bread, soda pop and laundry soap, but the perfect match proved to be baseball cards and gum. The first gum issue appeared in 1888, and a large series of round photographs was sold with Colgans, "The Gum That's Round," about 1910. But the gum card industry didn't really blossom until the 1930s, and Boston, Hub of the Universe, was the center.

Goudey Gum Co. of Boston started the boom in 1933 when it followed its popular Indian Gum set with a Big League series that eventually stretched to 240 cards before it was completed following the World Series. Goudey added a 96-card series in 1934 and issued smaller sets in 1935, 1936, 1938 and 1941 before it yielded the throne to Philadelphia-based Gum Inc.

(Continued on page 19)



Carl Yastrzemski is a 21-year-old second baseman "eager to start bidding for a permanent position in the major leagues . . . the most exciting Red Sox rookie to come along since Ted Williams." (Topps Chewing Gum Co., 1961)

Don Zimmer becomes a youngster with baggy pants who survived a beaming and "is a top prospect for the Dodgers shortstop job." (Topps, 1955)

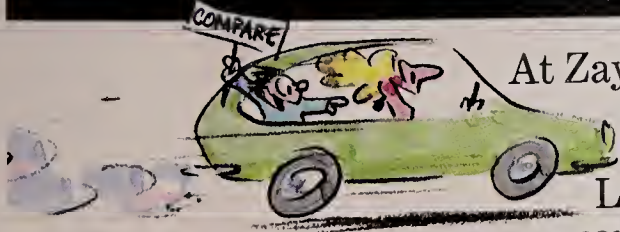
Babe Ruth is forever the "Home run king of the big leagues" — (Goudey Gum Co., 1933); Lou Gehrig "one of the biggest siege guns of the New York Yankees" (Goudey, 1933); and Ty Cobb "one of the fastest ball players that ever stepped on a diamond . . . He is lightning on

player or the last card needed to complete a series.

Baseball cards are almost as old as the game itself. The first cards were issued in 1887, action photographs of mustachioed ball players posed against studio backdrops. These 1½-by-three inch photos were packaged with cigarettes, so youngsters had to rely on male friends and relatives to supplement their collections. Colorful lithographs and drawings of star players soon were added to the repertoire and these beautiful cards are among the most prized by today's collectors.

Tobacco remained the primary source of baseball cards until about 1910 when candy manufacturers discovered they could boost their



[illegible]

At Zayre you'll find spark plugs, windshield wipers, oil filters, wax, everything you need for your car.

And we've got the famous brands you want, too.

Lee, Prestone, Cam 2, Quaker State, lots more. You can even charge everything with Master Charge,

BankAmericard or your Zayre charge.

So if the cost of driving is driving you nuts, come to Zayre. We'll put you on the road to some of the best bargains ever.

ters,

Zayre

III

HILLTOP BUTCHER SHOP



★ OUR STEAK
HOUSE QUALITY

★ AT WHOLESALE
PRICES

★ FOR RETAIL
CUSTOMERS

★ AND NOW ★

HILLTOP GENERAL STORE

AT... *Frank Giuffrida's*
HILLTOP BUTCHER SHOP
OPEN MON.-SAT. 9 A.M.-9 P.M.



HILLTOP STEAK HOUSE

ROUTE U.S. 1 SAUGUS, MASS.

OPEN EVERY DAY 11 A.M.-11 P.M.

But Goudey didn't have the market cornered in 1933. The De Long Gum Co. of Boston issued a 24-card set that featured playing tips from Boston Transcript sports writer Austen Lake; the United States Caramel Co. of East Boston offered 32 cards, including five heroes from other sports — golfers Bobby Jones and Gene Sarazen and boxers Jack Dempsey, Gene Tunney and Jack Sharkey; another 32-card set, boasting a multi-hued sunset as a background, was distributed by Geo. C. Miller & Co. of Boston; and Springfield even got into the act with 30 cards available from the Uncle Jack Gum Co.

However, Goudey's chief competitor was the National Chicle Co. of Cambridge, which revised, reissued and expanded its 24-card 1934 Diamond Stars set into a 108-card series by 1937. Like De Long, Diamond Stars featured the hints of Lake, then of the Boston American. National Chicle also produced a 192-card "punch-out, standup" set and, like Goudey, added hundreds of premium photos to the plethora of sports collectibles of the 1930s.

The modern gum card era began in 1948 when Bowman Gum Inc. of Philadelphia, an offshoot of Gum Inc., ended the drought necessitated by the war effort with a 48-card set. Topps Chewing Gum Co. of Brooklyn, entered the market in 1951 and the two firms competed for ball players and gum chewers through 1954 when Topps assimilated Bowman. Despite sporadic competition Topps has dominated the gum card world since and now sells 500 million cards a year. Topps signs players to exclusive contracts when they are still minor leaguers and pays players \$250-400 a year when they are included in a set.

As with most collectibles, the value of vintage baseball cards depends on condition, scarcity and demand as much as age. Some 1880s cards bring only \$3-5 apiece, while several regionally issued sets of the 1950s command as much as \$10 per card.

Publicity is also a factor. The now-famous 1910 cigarette card of Pittsburgh Pirates shortstop Honus Wagner, withdrawn because of Wagner's aversion to tobacco, has sold for more than \$1,000 after receiving nationwide publicity. But more than a dozen of these cards are known to exist and several cards are rarer. One of these may be the Eddie Plank (Philadelphia A's pitcher)

from the same set. This card, for which the printing plate reportedly was broken, is generally valued in the \$200-500 class.

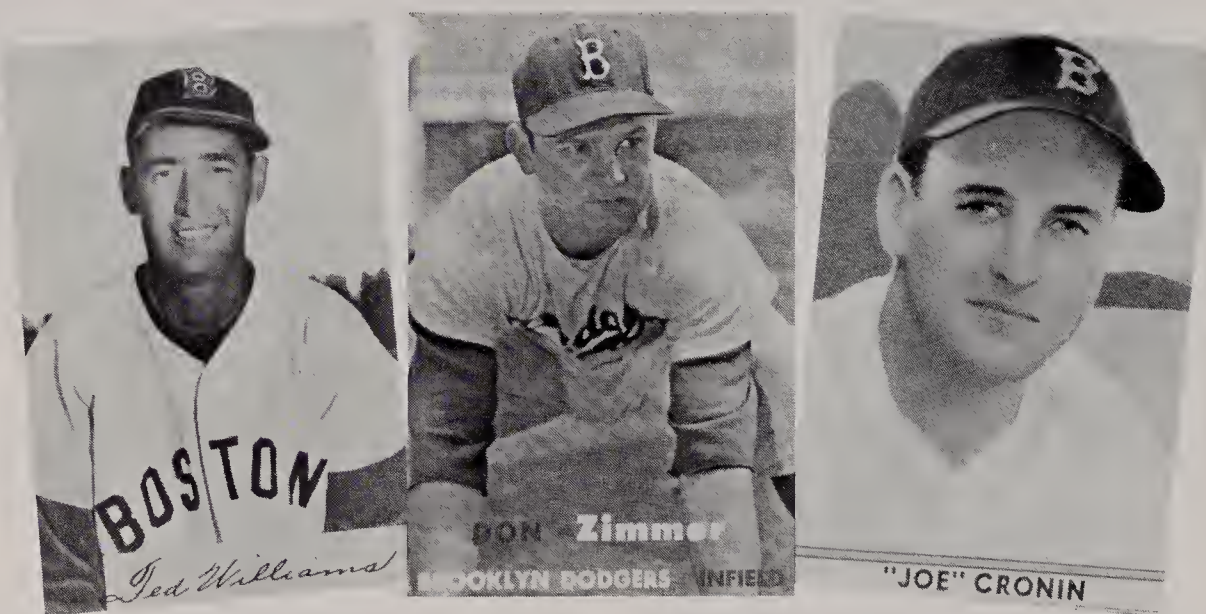
Next in demand, if not scarcity, is a trio of cards of Boston interest — the 1933 Goudey of Nap Lajoie, the 1954 Bowman of Ted Williams and a 1959 Fleer card honoring the Splendid Splinter. In the course of issuing its 240-cards in 1933, Goudey omitted No. 106, apparently reserving the space for Babe Ruth, who already appeared on four cards in the set. When frustrated collectors complained, they were mailed a card of retired second baseman Lajoie, printed in the style of the 1934 set — or so the story goes. Today the few Lajoie cards that reached the hands of collectors are sold for \$200-500.

The 1954 Bowman card of Williams actually was dispensed with gum before someone remembered that Ted had signed a contract with

terms of memories and laughs.

Besides the usual statistics, the backs of baseball cards often featured essential information like: "At Jacksonville in 1953 Aaron won 13 watches and 12 sports jackets for his feats at bat. He gave the watches to friends, but the jackets made him the best-dressed player in the league" (Topps, 1954, Hank Aaron's rookie year), or "A big movie-goer, he passes up the ones with love stories." (Red Sox pitcher Leo Kiely, Topps, 1958)

Forever optimistic, the text writers always found something good to say about a player. Following a .199 season, Red Sox infielder Ted Lepcio was extolled: "As far as fielding goes, Ted is one of the best, but his hitting has been on the light side. However, Ted has more than once demonstrated that he can deliver key hits and belt the long ball" (Topps, 1959). Branded a "pretty good hit-



Topps and replaced Williams with teammate Jimmy Piersall, who wound up with two cards in the set. Now Williams' card is worth \$25-75.

A similar mixup produced the second scarce Williams card five years later. The Frank H. Fleer Corp. of Philadelphia contracted with Ted for an 80-card set commemorating his career, but the card depicting Williams signing for 1959 was quickly withdrawn from circulation when it was discovered that Red Sox general manager Bucky Harris, shown with Ted in the photo, was still under contract to Topps from his managing days with the Detroit Tigers.

Even if you don't have one of these collectors' treasures, you'll find your old cards rewarding — at least in

ter" the year before Sox outfielder Gene Stephens became "a defensive specialist" after batting .219 in 1958.

While some cards are amusing, others are profound — "Box men say you can fool him on a certain ball once, but the next time he gets it he is apt to hit it out of the park" (Babe Ruth's 1933 Goudey card) — or prophetic — "An enthusiastic ball player who would rather wield a bat than eat, Williams looms as one of the great hitters of modern times." (Gum Inc. 1941)

Nothing symbolizes the perpetuity of the game of baseball or the eternal optimism of youth like baseball cards. So dig your old cards out of the attic for a trip back to the "Good Old Days."

Cool off hot taste
with the taste of extra coolness.
Come up to KOOL.

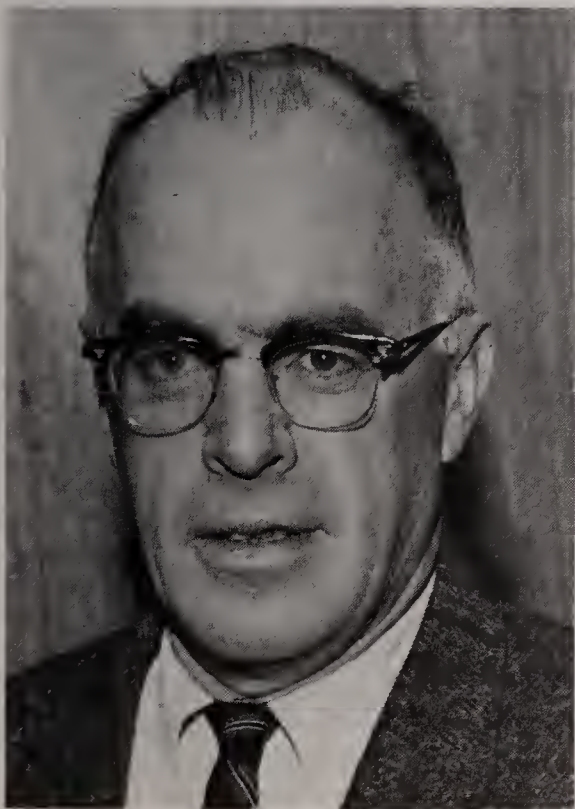


Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

"Poison Pen Keane" Remembers...

By CLIF KEANE

I have been asked to recall a few things that happened in my long and noisy career as a baseball writer—and one item stands out in my mind. I must have been one of the very, very rare writers ever to scoop himself.



CLIF KEANE

It happened during the '73 season while Eddie Kasko was managing the Red Sox. Late in a game at Fenway Park, Carl Yastrzemski left the premises early one evening, limping as he headed off the field, and in the post-game interview with Kasko, a reporter asked Kasko:

"Eddie how is Carl Yastrzemski?"

"Yastrzemski is fine," said the manager, and just to fill out the story for the night, we mentioned it at the end of the yarn.

In those days, stories were sometimes dictated over the telephone, and on this particular night, we talked to a night worker in the Globe, and mentioned the fact that "Carl was fine."

The worker dutifully took the story in good order, until the final sentence, and he understood me to say that "Carl was fined."

Some smart clown in the paper decided that this was the lead for the story. "If Yaz has been fined," he said, "let's put it in his lead," and while I slumbered the story was messed up without my knowledge.

The next morning, I was awakened by my son, who said: "Hey, Carl Yastrzemski was fined yesterday."

I bolted out of bed and said to him: "Where did you read that?" and he said: "In the Globe" and when I asked him who had written the story, he said, "You did." So there—I had scooped myself.

People felt that I had come dangerously close several times to having my block knocked off for things I said and wrote. I did have two very close calls. One came in '59 when the Red Sox had Don Buddin playing shortstop, and playing it very poorly, indeed, so I sat at the typewriter one afternoon in my disgust, and wrote:

"Don Buddin should have E-6 on his license plate."

The note made some people laugh—it made Buddin very angry.

The next day when I got to the ball park, there was Buddin ready to charge after me. Don't know how far he would have gone, but he was interrupted in his dash after me by Bobby Avila, the second baseman, who stepped in front of Don, and said: "F'r get it."

Another time we were in Anaheim, and Jim Piersall, who had become one of their cast, and who was most unpredictable, to put it mildly, charged towards me at the batting cage.

Standing with me at the time was right hander, Danny Osinski, a good friend, thank goodness, and as Piersall kept moving towards me, Danny looked at Jim, and said:

"Where do you think that you are going?"

"I'm going to get him," said Piersall, pointing towards me, and in a split second, Danny said: "If you are,

you are going to have to get me first," and that was the end of Mr. Piersall and his attempt at murder.

I had one brush with Ted Williams, and that was back in the 50s when the Red Sox were in Washington, and I happened to be at the batting cage, talking to Roy Sievers. Nobody ever found out what caused it, though maybe it was because I had written that Sievers, though with an eighth-placed team, deserved a lot of consideration for the MVP award of the year.

At any rate, I suddenly found myself holding a pair of broken glasses in my hand, and I felt a stream of blood coming from my left eyebrow.



DON BUDDIN

"I had no idea what had happened, but suddenly from out of the dugout came Mr. Williams. "I did it," he said, "I wanted to hit you on the leg, and I only rolled it, but the ball took a bad bounce and hit you. I'm sorry."

(Continued on page 23)



You're looking at what the message board sees before you see it on the message board.

This is the video display terminal tied to a computer from Digital Equipment Corporation. And it not only can tell you who's at bat, it can give you his batting average, slugging average, RBI's, home runs, you name it.



In fact, our computer can access over 6 million pieces of information on the Red Sox and other major league teams. And it can find and display any piece of information in seconds.

But what's really amazing isn't what Digital is doing for the Red Sox. But what Digital can do for you. We're one of the two companies in the world to install over 70,000 computers. And that means we can offer your business just the right computer system you need. No matter what kind of business you're in.

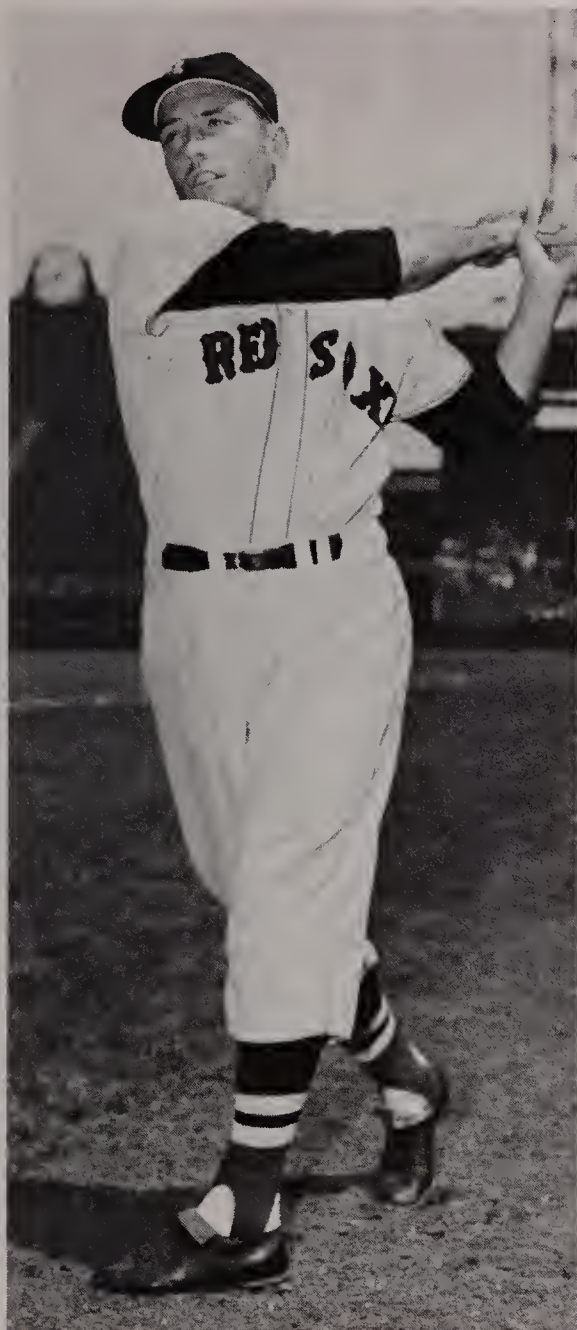
So take a hint from the hit of Fenway Park. Call your nearest Digital representative in Waltham. Or come visit us. We're one of the world's leading manufacturers of computers and we're based in Maynard, Massachusetts. Just 21 miles west of Boston.

Digital Equipment Corporation, 235 Wyman Street, Waltham, Mass. 02154. (617) 890-0330.

digital

Clif Keane Remembers

(Continued from page 21)



JIM PIERSALL

He told me to get two new pairs of glasses—which I didn't do. But Sievers stood there in total confusion. Nobody ever mentioned the incident to me again, and maybe he was just kidding. Some fun, huh?

But Williams and I had some good moments together. We went to see Tony Zale and Rocky Graziano fight in Chicago, and we had many other pleasant moments around the ball park. I guess I just had to chalk up that eyeglass incident to one of his weird pranks.

A lot of people have asked me where I got the nickname "Poison Pen." It came on a flight with the Braves while Earl Torgeson was with them. We were having an especially rough flight on one of those DC-3's and from the back of the plane Torgeson was heard to say:

"Well, I don't know what's going to happen with this plane, but if it should ever crash, they will be able to identify Clif Keane, because he will

have his poison pen in his pocket." So on and on it's gone ever since—"Poison Pen, Keane."

I can't forget the scoop I thought I had back in my early years as a baseball reporter. I had been sent to Brooklyn to cover the playoff game between the Cardinals and Dodgers, and when the Cardinals won, I got back on the train with them and headed back to St. Louis for the opening of the World Series with the Red Sox.

As the train headed out of New York and West to St. Louis, Mgr. Eddie Dyer of the Cardinals said he would sit and talk with the press.

This of course, was in '46 when Lou Boudreau of the Indians had used the shift on Ted Williams, so naturally, one of the questions asked of Dyer was: "Will you shift as the Indians did" and, surprisingly, Dyer, said: "No, we'll just play him as a pull hitter."

That was the story of the day—or so we thought.

The Globe played up the story—matter of fact led the paper with it—and there was considerable conjecture as to whether Mr. Dyer was wise in not using the shift of Ted.

Came the opening game of the series and Don DiMaggio and Johnny Pesky were thrown out with southpaw Howie Pollet pitching, and up came Ted.

For about five seconds, there was no movement in the Cardinals' infield. My story was accurate—but wait. Suddenly, Whitey Kurowski, the St. Louis third baseman, walked past shortstop Marty Marion, past second a few feet and stood there. Yes, the Boudreau shift was on. My story was a dud.

After the game which the Red Sox won on Rudy York's extra inning homer off Pollet, Dick Young of the News, and I, both of whom had used the story, met Dyer and asked:

"Why did you say that you weren't going to shift on Ted Williams, and you did?"

"Because," said Dyer, "I didn't want to tell you to mind your own damn business."

Good man, Eddie.

My argument with the late Tom Yawkey was something to remember. In '68, I was official scorer one afternoon in a game between the Red Sox

and the Angels, and Mike Andrews, usually the second baseman, had been moved over to shortstop, late in the game and Rick Reichardt, a speedy player, was at bat and Bob Rodgers, a slow runner, was on second.

Reichardt, hit a topping grounder to Andrew's left, certainly a base hit. But I felt the ball should have been stopped by Andrews with some kind of diving attempt. But Mike casually backhanded the ball. It rolled off his glove and went into leftfield. Rodgers scored, and Reichardt got to second.

"A hit and an error," I said, "and no run batted it."

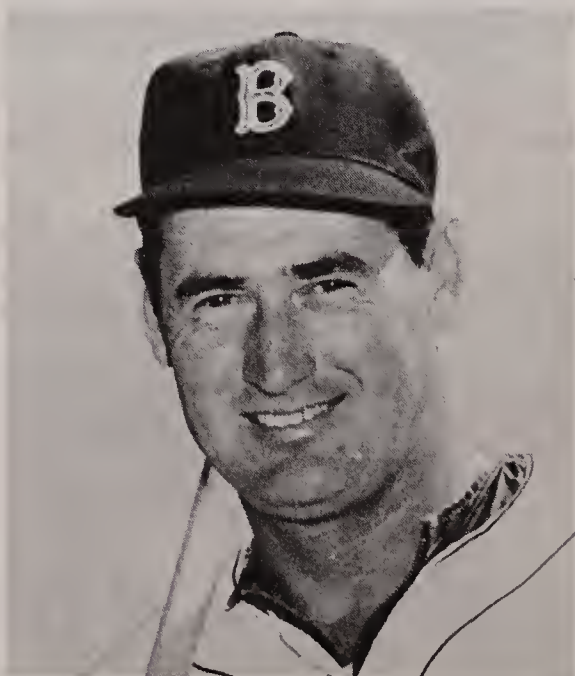
Tom was mad. He said he wanted to see me after the game. We met in the press room, Tom walking over to me at the counter. "I'm glad you're not paying my players," he said. "That was a terrible decision."

"It stands. You can take it to the Supreme Court," I said.

He went back at me and we argued. But after Tom left me, I think it was the late Neil Mahoney who came over to me, and said: "Mr. Yawkey wants to see you in his private box tomorrow."

"I don't want to see him," I said. But I went the next day. Tom met me at the door. Stuck out his hand. "Sit down," he said. We talked at some length. He said he had asked some players about the decision and was told I was right. We never had an ounce of trouble after that.

Those were some of the sour things that happened to me. I expect to write some nice things—as long as the price is right.



TED WILLIAMS

AMERICAN LEAGUE BATTING CHAMPIONS

Red Sox Have Had Their Share

by STAN GROSSHANDLER

When Kansas City third baseman George Brett won the batting championship last season he became the second hot corner guardian in the entire history of the American League to win a batting crown. The only third sacker prior to Brett was George Kell of the Detroit Tigers who topped the league in hitting in 1949.

The shortstop position has only taken three titles, two by the same man. Luke Appling, White Sox Hall of Famer, finished first in hitting in 1936 and '43. His mark of .388 in '36 is the highest ever attained by a short fielder. "Old Aches and Pains" (as



Ted's Silver Bat



Pete Runnels won at two positions

Luke was called) seemed to play best when he suffered the most. A master at hitting foul balls, Luke often wore a pitcher down waiting for the pitch he wanted by wasting balls.

The second shortstop to win was Cleveland Indian playing-manager Lou Boudreau, the A.L.'s best hitter in 1944.

The batting title has been won thirteen times by both first and second basemen. Pete Runnels of the Red Sox won it in 1960 while playing second and then two years later as a first baseman.

First sackers George Sisler, Jimmie Foxx, Ferris Fain, and Mickey Vernon have been two time winners. Sisler hit over .400 the two times he

won; Foxx won once as an Athletic and then as a Red Sox; Fain hit over .300 only three times in his career; yet put together back to back titles; while Vernon, who played in parts of four decades from the 30's to the 60's surpassed the .300 mark but four times winning the batting title twice.

Other first basemen who have won the championship are Lou Gehrig, a triple crown winner; Dale Alexander the only A.L. batting champ traded during the season he won the title; Norm Cash who hit .361 in 1961 and never in a 17 year career was within 75 points of that mark; and Lou Fonseca.

(Continued on page 46)

*At Fenway Park, anytime's
the right time to say*

“BUDWEISER”

KING OF BEERS® • ANHEUSER-BUSCH, INC. • ST. LOUIS

Motorcraft Parts



Batteries • Filters • Shock Absorbers
Electrical Tune-Up Kits
• Air Conditioning Parts • PCV Valves
• Hoses • V-Belts • Ignition Parts
• Thermostats • Caps
• Wire and Cable • Alternators
• Carburetors
• Autolite Spark Plugs

The full line of quality automotive parts with
broad car and light truck coverage!

Good Luck to the
Boston Red Sox in 1977



TESTED TOUGH

BILL CAMPBELL

It Wasn't an Easy Road

By **BILL LISTON**
Boston Herald American

Of all the thoughts which crossed Red Sox relief ace Bill Campbell's mind in the 11 months and 27 days he spent as a radioman with an infantry outfit in Viet Nam, he never dreamed that one day he'd be one of the most-sought after relief pitchers in baseball. No way!

The Red Sox selected the 28-year old Campbell as their first choice in last November's free-agent draft. Less than 48 hours later, the Sox signed Campbell to a multi-year contract reported to be slightly in excess of \$1 million.

"I still don't believe what's happened to me," Campbell insists. "It's really a fluke. I pitched last year for the Twins for a salary of \$22,000. I wanted \$30,000 to sign for last year but their owner, Mr. Griffith wouldn't give me a raise. If he'd agreed to give me \$25,000, I'd have signed but I finally decided to play out my option and look what happened."

Campbell went on to win the Rolaid award as "Fireman of the Year" last year with a 17-5 record and 20 saves. This is an amazing culmination to a career which started in the semi-pro leagues around Los Angeles only seven or eight short years ago.

"What makes it a fluke right from the start was that when I started junior college, I was an outfielder," Campbell points out. "But I couldn't hit enough so I tried pitching.

"After one year, I had to drop out of college. I planned on working a year to earn enough money to go back to college but Uncle Sam stepped in and drafted me and the next thing I knew I was in Viet Nam.

"When I got out of the army, I still didn't give baseball any thought," Campbell continued. "In fact, a buddy of mine got me a job in a Xerox plant mainly because I was a basketball player and the plant had a team.

"Finally, I got to playing some baseball on Sunday and that summer, I pitched for a semi-pro team in Southern California. I pitched

against teams like the Angels rookie team and the Dodger rookies."

It was at this juncture in time that Campbell's baseball future started to blossom— mostly because the lanky right hander became associated with a Los Angeles Dodgers part-time scout named Jack Wilson.

"Earlier, a man named Ron Squire, who had written a book on pitching, taught me all I knew about pitching," Campbell recalled. And

(Continued on page 39)



• WAREHOUSE LIQUORS • DISCOUNT PRICES • WAREHOUSE LIQUORS •

WAREHOUSE LIQUORS • DISCOUNT PRICES • WAREHOUSE LIQUORS • DISCOUNT PRICES • WAREHOUSE LIQUORS • DISCOUNT PRICES • WAREHOUSE LIQUORS •



WAREHOUSE LIQUORS

We feature the Nationally Advertised products
you know and trust at discount prices

45 COMMERCIAL AVE.
CAMBRIDGE

Adjacent to Lechmere Sales
Tel. 354-0488



Retail Store Hours—8 A.M. to 10 P.M.

• WAREHOUSE LIQUORS • DISCOUNT PRICES • WAREHOUSE LIQUORS •

JORDAN MARSH

A UNIT OF ALLIED STORES

K.C. STRIP JEANS

BY H.D. LEE

Cut fuller for a man's fit! LEE'S rugged 100% cotton brushed indigo denim jeans with Lee-set® sanfor-set® so they're better 3 ways — they start out softer, stay smoother and won't shrink out of fit!

Sizes 32 — 42.

Men's Casual Slacks, D4310

Charge it! Use your Jordan Marsh or American Express® Card
BOSTON AND BRANCHES

Lee Set



JORDAN MARSH COMPANY

BOX 191, BOSTON, MASS. 02101

MAIL THIS COUPON TODAY OR PHONE JORDAN'S
24 HOURS A DAY, 7 DAYS A WEEK.

METROPOLITAN BOSTON RESIDENTS DIAL 328-3131
MASSACHUSETTS RESIDENTS OUTSIDE METROPOLITAN BOSTON
DIAL TOLL FREE 1-800-972-5353

RESIDENTS OF RHODE ISLAND, NEW HAMPSHIRE,
VERMONT, CONNECTICUT

DIAL TOLL FREE 1-800-225-5454

RESIDENTS OF MAINE DURING STORE HOURS DIAL 775-5431

Please send the following:

RED SOX '77

Quan.	Item	Size	Color	Price

Name _____

Street _____

City _____ State _____ Zip # _____

CHARGE TO JORDAN'S ACCT. NO. _____

CHARGE TO AMERICAN EXPRESS ACCT. NO. _____

SIGNATURE _____

OR I ENCLOSE A CHECK ☐ OR M.O. ☐
SEND CHARGE ACCT. APPLICATION ☐

On orders totaling 7.01 or more add 50c for handling charge on mail or phone orders,
1.00 on orders totaling 7.00 or less. There will be a delivery charge outside our normal
delivery area. Sales tax where applicable is additional.

Coming to Fenway Park

DETROIT TIGERS—April 18, 19, 20, 21

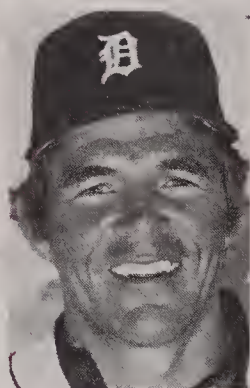
Monday, 12:00 (Noon)—Tuesday, 7:30—Wednesday, 7:30—Thursday, 2:00



BEN OGLIVIE



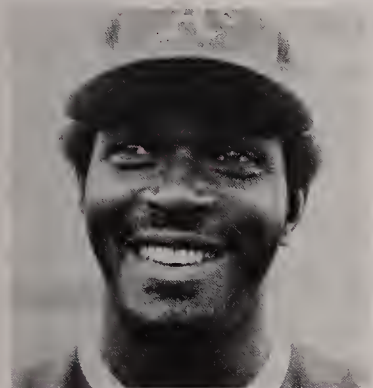
TOM VERYZER



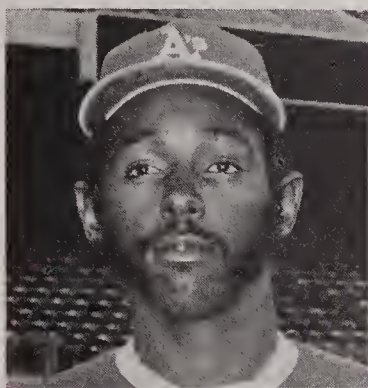
MICKEY STANLEY

OAKLAND ATHLETICS—April 29, 30, May 1

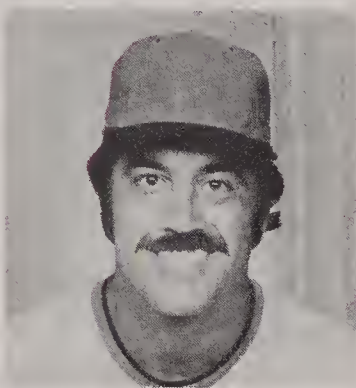
Friday, 7:30—Saturday, 2:00—Sunday, 2:00



VIDA BLUE



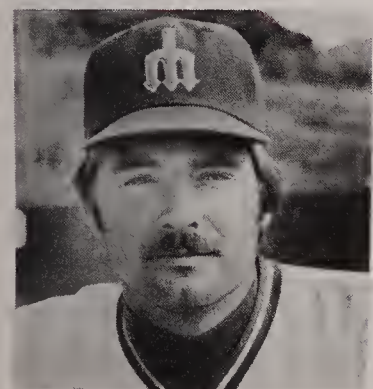
BILL NORTH



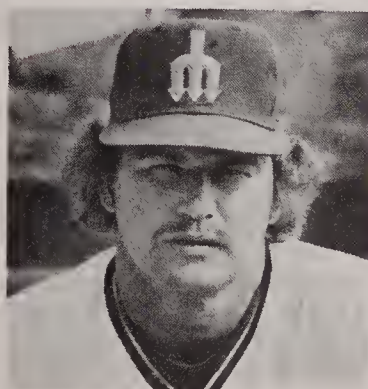
DAVE GIUSTI

SEATTLE MARINERS—May 3, 4, 5

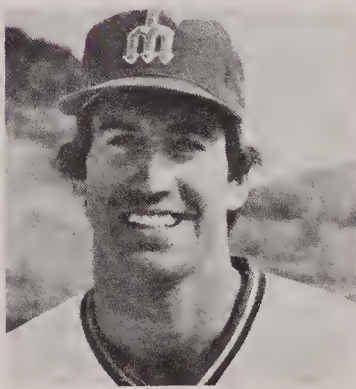
Tuesday, 7:30—Wednesday, 7:30—Thursday, 7:30



PETE BROBERG



DICK POLE

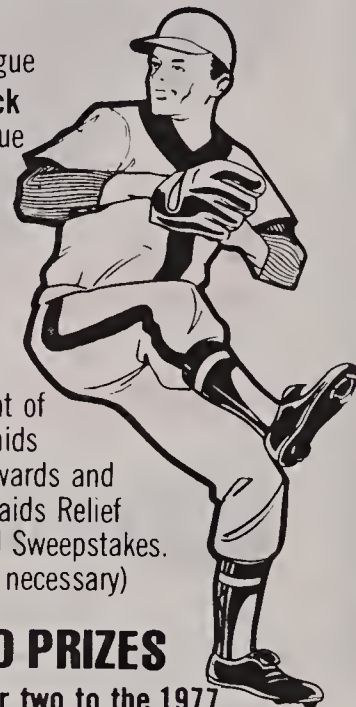


RICK JONES



Rolaid's® Relief Man 1976 Award Winners

Bill Campbell
American League
Rawly Eastwick
National League



Watch for the
announcement of
the 1977 Rolaid's
Relief Man Awards and
enter the Rolaid's Relief
Man Baseball Sweepstakes.
(No purchase necessary)

4 GRAND PRIZES

Four trips for two to the 1977
World Series plus \$1,000 in
cash. Including all
transportation, hotels and meals.

10 FIRST PRIZES

1978 Season tickets (reserved seats) for your favorite
major league baseball team for two (or \$800.00 in
cash).

1,000 SECOND PRIZES

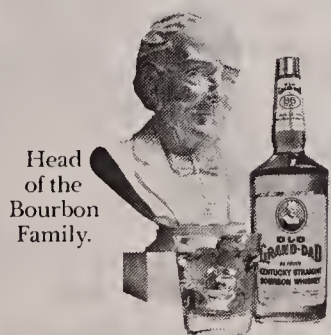
Official Major league Baseballs

Pick up your entry blank on display in stores
everywhere.

ROLAIDS
SPELLS
RELIEF



If you ask a lot more from your team,
shouldn't you expect as much from your Bourbon?



Head
of the
Bourbon
Family.

Old Grand-Dad.
When you ask
a lot more from life.

Kentucky Straight Bourbon Whiskeys. 86 proof and 100 proof. Bottled in Bond. Old Grand-Dad Distillery Co., Frankfort, Ky. 40601.

Need a company safety-sales incentive program?

Need a great class ring?



**GET ON
THE WINNING TEAM
OF
BALFOUR CUSTOMERS**



Balfour

ATTLEBORO, MA 02703
(617) 222-3600

THE A.L. RED BOOK



\$3.95
EACH

includes handling

A fascinating guide to both the past and the future, containing vital league, team and player records from 1901 right up through 1976.

1977 N.L. Green Book also available.

Send \$3.95 for each book to:

Baseball Fact Books, P.O. Box One,
Los Angeles, CA 90051

Everyone beefs,
but no one complains.



Neil Manning's

STOCKYARD

Food and Spirits. 135 Market Street, Brighton.
Ten minutes from Fenway Park. Next to TV 38. 782-4700.

It's Easy to Keep Score

Baseball Sharthand, as used by the news media to render every game more enjoyable to baseball enthusiasts. All players are numbered and all plays recorded by symbols. For symbols and example of system, see below:

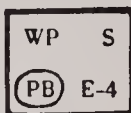
CODE NUMBER OF PLAYERS AS FOLLOWS

Pitcher	1	Second Baseman	4	Left Fielder	7
Catcher	2	Third Baseman	5	Center Fielder	8
First Baseman	3	Shortstop	6	Right Fielder	9

SYMBOLS FOR PLAYS

Single	—	Fielder's Choice	FC	Passed Ball	PB
Double	==	Hit by Pitcher	HP	Balk	BK
Triple	===	Wild Pitch	WP	Struck Out	K
Home Run	====	Stolen Base	SB	Base on Balls	BB
Reached base on error	E	Sacrifice	SAC	Force Out	FO

The lower lefthand corner of the scoring black should be considered as home plate. Progress is counter-clockwise with progress to first base indicated in lower right-hand corner, to second in upper righthand corner, to third in upper lefthand corner and to home in lower left. In example to left, batter reached first on an error by the second baseman, stole second, went to third on a wild pitch and scored on a passed ball. It is convenient to encircle all runs as shown so that scoring plays may be seen at a glance.



FENWAY PARK GROUND RULES

Foul poles, screen poles and screen on top of left field fence are outside of playing field.
Ball going through scoreboard, either on the bound or fly: 2 Bases.
Fly ball striking left center field wall to right of line behind flag pole: Home Run.
Fly ball striking wall or flag pole and bounding into bleachers: Home Run.
Fly ball striking line or right of same on wall in right center: Home Run.
Fly ball striking wall left of line and bounding into bullpen: Home Run.
Ball sticking in bullpen screen: 2 Bases.
Batted or thrown ball remaining behind or under canvas or in cylinder: 2 Bases.
Ball striking bevel on the wall between the foul pole in left field and the corner back of the flag pole, and bounding into stands or out of park: 2 Bases.
Ball striking top of scoreboard, also ladder below top of wall and bounding out of the park: 2 Bases.

We want to put you on
wheels... Ford wheels,
in a...

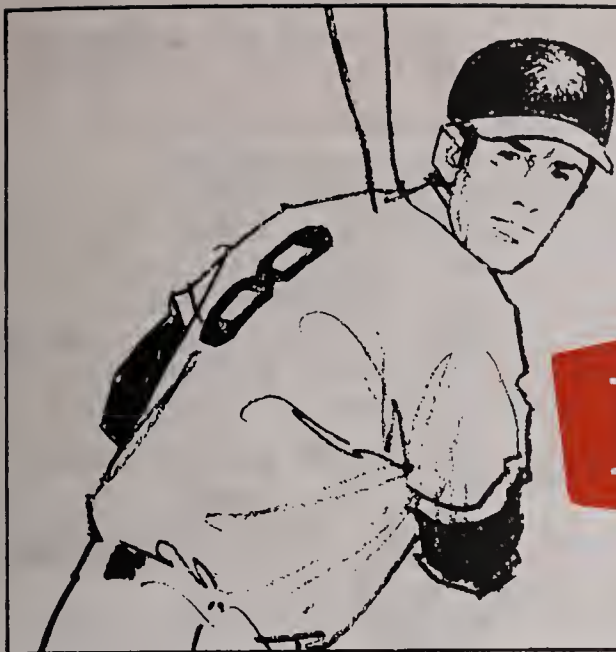
**MUSTANG
T-ROOF
CONVERTIBLE**



THE BETTER IDEA GUYS
**THE
FORD
MINUTEMEN**

See your
New England
Ford Dealer.





Boston's Finest are hitting it off
with Boston's Finast®



**IT PAYS TO SHOP
THE FINAST WAY**

CLEVELAND INDIANS ROSTER

No.	Name	B	T	Hgt.	Wgt.	Born	Birthplace	1976 Club	G	IP	W	L	ERA
PITCHERS													
22	BIBBY, JIM	R	R	6'5"	230	10-29-44	Franklinton, NC	Cleveland	34	163	13	7	3.20
35	BUSKEY, TOM	R	R	6'3"	220	2-20-47	Harrisburg, PA	Cleveland	39	94	5	4	3.64
41	DOBSON, PAT	R	R	6'3"	200	2-12-42	Depew, N.Y.	Cleveland	35	217	16	12	3.48
37	ECKERSLEY, DENNIS	R	R	6'2"	190	10-3-54	Oakland, CA	Cleveland	36	190	13	12	3.44
39	FITZMORRIS, AL	R	R	6'2"	200	3-21-46	Buffalo, NY	Kansas City	35	220	15	11	3.07
23	GARLAND, WAYNE	R	R	6'0"	195	10-26-50	Nashville, TN	Baltimore	38	232	20	7	2.68
32	HOOD, DON	L	L	6'2"	180	10-16-49	Florence, SC	Cleveland	33	78	3	5	4.85
34	KERN, JIM	R	R	6'5"	185	3-15-49	Gladwin, MI	Cleveland	50	118	10	7	2.36
17	LA ROCHE, DAVE	L	L	6'2"	195	5-14-48	Colorado Springs, CO	Cleveland	61	96	1	4	2.25
36	WAITS, RICK	L	L	6'3"	195	5-15-52	Atlanta, GA	Cleveland	26	124	7	9	3.99
CATCHERS													
10	FOSSE, RAY	R	R	6'2"	210	4-4-47	Marion, IL	Cleveland	90	83	2	30	.301
16	KENDALL, FRED	R	R	6'1"	185	1-31-49	Torrance, CA	San Diego	146	112	2	39	.246
13	PRUITT, RON	R	R	6'0"	185	10-21-51	Flint, MI	Cleveland	47	23	0	5	.267
INFIELDERS													
25	BELL, BUDDY	R	R	6'2"	185	8-27-51	Pittsburgh, PA	Cleveland	159	170	7	60	.281
14	BLANKS, LARVELL	R	R	5'8"	165	1-20-50	Del Rio, TX	Cleveland	104	92	5	41	.280
9	CARTY, RICO	R	R	6'2"	210	9-1-40	San Pedro de Macoris, D.R.	Cleveland	152	171	13	83	.310
31	DADE, PAUL	R	R	6'0"	196	12-7-51	Seattle, WA	Salt Lake City	91	116	4	65	.363
								California	13	1	0	1	.111
15	DUFFY, FRANK	R	R	6'1"	160	10-14-46	Oakland, CA	Cleveland	133	83	2	30	.212
18	KUIPER, DUANE	L	R	6'0"	175	6-19-50	Racine, WI	Cleveland	135	133	0	37	.263
11	MELTON, BILL	R	R	6'1"	190	7-6-45	Gulfport, MI	California	118	71	6	42	.208
29	THORNTON, ANDRE	R	R	6'2"	205	8-13-49	Tuskegee, AL	Chicago (N)	27	117	2	14	.200
								Montreal	69	35	9	24	.191
OUTFIELDERS													
1	GRUBB, JOHN	L	R	6'3"	180	8-4-48	Richmond, VA	San Diego	109	109	5	27	.284
30	LOWENSTEIN, JOHN	L	R	6'1"	175	1-27-47	Wolf Point, MT	Cleveland	93	47	2	4	.205
28	MANNING, RICK	L	R	6'1"	180	9-2-54	Niagara Falls, NY	Cleveland	138	161	6	43	.292
27	NORRIS, JIM	L	L	5'10"	190	12-20-48	Brooklyn, NY	Toledo	133	135	7	68	.320
24	SPIKES, CHARLIE	R	R	6'3"	220	1-23-51	Bogalusa, LA	Cleveland	101	79	3	31	.237

MANAGER: Frank Robinson (20)

COACHES: Rocky Colavito (6) Harvey Haddix (2) Joe Nosssek (4) Jeff Torborg (7)



Leading the league with our full
lineup of banking services



The First
THE FIRST NATIONAL BANK OF BOSTON

TAHITIAN COCKTAIL LOUNGE

EXOTIC ISLAND DRINKS



tahiti



Your Hosts
FAY MAH
HARRY MAH
STEPHEN CHAN

大喜楼

CANTONESE
AND
POLYNESIAN
RESTAURANT

LUNCHEON SPECIALS

OPEN { MON.-SAT. 11:30 A.M.-1:45 A.M.
Sundays & Holidays
Noon to 1:00 A.M.

FUNCTION ROOM AVAILABLE
ORDERS PUT UP TO TAKE OUT

329-2575

329-0145

540 PROVIDENCE HWY. (Rte. 1)
DEDHAM - Near Lechmere Sales





(In the Heart of Kenmore Sq.)

*PIZZA *SUBS
*HAMBURGERS
*DELI-SANDWICHES
*FRUITS *PASTRIES
*SOFT SERVE *SLUSH

Convenient Boardwalk Service!

OPEN: 6AM to 3 AM Daily—Tel. 536-0559

**Now
you can slide
into Home
in four
convenient
places.**

69 Tremont St. / 410 Stuart St.
One Washington Mall / 275 Hanover St.
723-1600



**HOME
SAVINGS
BANK**

The Money House

Deposits insured in full, FDIC/DIFM.

ALL STAR LINEUP

Pitcher	NEW PONTIACS
Catcher	NEW TOYOTAS
First	NEW TRUCKS
Second	GUARANTEED USED CARS
Third	LONG TERM LEASES
Short	SHORT TERM RENTALS
Left	AWARD WINNING SERVICE
Center	EXPERT BODY REPAIRS
Right	39 YEARS IN BUSINESS

"WE COVER ALL THE BASES"



Kevin Delaney

PONTIAC — TOYOTA
100 Morrissey Blvd.
Dorchester 265-4321

"NUMBER ONE IN NEW ENGLAND"

1 GRUBB, of
9 CARTY, if
10 FOSSE, c
11 MELTON, if
13 PRUITT, c
14 BLANKS, if
15 DUFFY, if
16 KENDALL, c
18 KUIPER, if
24 SPIKES, of
25 BELL, if
27 NORRIS, of
28 MANNING, of
29 THORNTON, if
30 LOWENSTEIN, of
31 DADE, if

PITCHERS

17 LA ROCHE
22 BIBBY
23 GARLAND
32 HOOD
34 KERN
35 BUSKEY
36 WAITS
37 ECKERSLEY
39 FITZMORRIS
41 DOBSON

MANAGER: ROBINSON 20

COACHES:

COLAVITO 6, HADDIX 2,
NOSSEK 4, TORBORG 7

[illegible]

Red Sox Baseball.
Catch every game on
WMEX•1510

And on the 54 Station New England network.
Night games simulcast on WWEL-FM • 108



- MANAGER: ZIMMER 34
COACHES:
PESKY 35, HRINIAK 33,
JACKSON 32, YOST 36

[illegible]

We Mean Business!



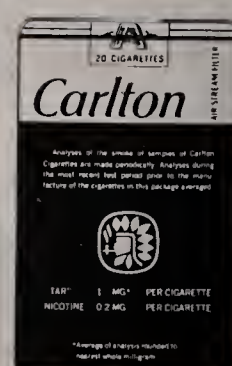
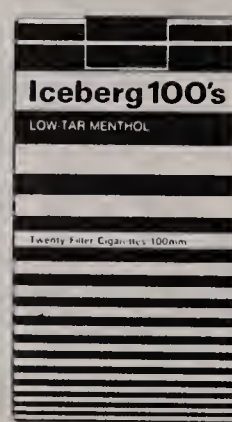


SEAGRAM DISTILLERS CO., N.Y.C.
AMERICAN WHISKEY — A BLEND. 80 PROOF

BOSTON RED SOX ROSTER

No.	Name	B	T	Hgt.	Wgt.	Born	Birthplace	1976 Club	G	IP	W	L	ERA
PITCHERS													
22	CAMPBELL, BILL	R	R	6'3"	190	8- 9-48	Highland Park, MI	Minnesota	78	168	17	5	3.01
26	CLEVELAND, REGGIE	R	R	6'1"	200	5-23-48	Swift Current, Sask.	Boston	41	170	10	9	3.07
29	HOUSE, TOM	L	L	5'10"	175	4-29-47	Seattle, WA	Boston	36	44	1	3	4.33
31	JENKINS, FERGIE	R	R	6'5"	210	12-13-43	Chatham, Ont.	Boston	30	209	12	11	3.27
37	LEE, BILL	L	L	6'3"	205	12-28-46	Burbank, CA	Boston	24	96	5	7	5.62
47	MURPHY, TOM	R	R	6'3"	190	12-30-45	Cleveland, OH	Milwaukee	15	18	0	1	7.36
46	STANLEY, BOB	R	R	6'4"	205	11-10-54	Portland, ME	Boston	37	81	4	5	3.44
23	TIANT, LUIS	R	R	5'11"	205	11-23-40	Havana, Cuba	Bristol	27	186	15	9	2.66
38	WILLOUGHBY, JIM	R	R	6'2"	205	1-31-49	Salinas, CA	Boston	38	279	21	12	3.06
40	WISE, RICK	R	R	6'2"	195	9-13-45	Jackson, MI	Boston	54	99	3	12	2.82
								Boston	34	224	14	11	3.53
CATCHERS													
27	FISK, CARLTON	R	R	6'2"	220	12-26-47	Bellows Falls, VT	1976 Club	G	H	HR	RBI	Avg.
10	MONTGOMERY, BOB	R	R	6'1"	210	4-16-44	Nashville, TN	Boston	134	124	17	58	.255
								Boston	31	23	3	13	.247
INFIELDERS													
7	BURLESON, RICK	R	R	5'10"	160	4-29-51	Lynwood, CA	Boston	152	157	7	42	.291
3	DILLARO, STEVE	R	R	6'1"	180	2- 8-51	Memphis, TN	Rhode Island	34	31	1	9	.230
								Boston	57	46	1	15	.275
5	DOYLE, DENNY	R	R	5'9"	165	1-17-44	Louisville, KY	Boston	117	108	0	26	.250
2	GRIFFIN, BOUG	R	R	6'0"	165	6- 4-47	South Gate, CA	Boston	49	24	0	4	.189
4	HOBSON, BUTCH	R	R	6'1"	190	8-17-51	Tuscaloosa, AL	Rhode Island	90	103	25	72	.286
								Boston	76	63	8	34	.234
15	SCOTT, GEORGE	R	R	6'2"	215	3-23-44	Greenville, MS	Milwaukee	156	166	18	77	.274
8	YASTRZEMSKI, CARL	L	R	5'11"	185	8-22-39	Southampton, NY	Boston	155	146	21	102	.267
OUTFIELDERS													
1	CARBO, BERNIE	L	R	6'0"	180	8- 5-47	Detroit, MI	Boston	17	13	2	6	.236
								Milwaukee	69	43	3	15	.235
30	COLEMAN, DAVE	R	R	6'1"	180	10-26-50	Oakton, OH	Rhode Island	138	143	12	66	.278
42	DARWIN, BOBBY	R	R	6'2"	205	2-16-43	Los Angeles, CA	Milwaukee	25	18	1	5	.247
								Boston	43	19	3	13	.179
24	EVANS, DWIGHT	R	R	6'3"	205	11- 3-51	Santa Monica, CA	Boston	146	121	17	62	.242
19	LYNN, FRED	L	L	6'1"	190	2- 3-52	Chicago, IL	Boston	132	159	10	65	.314
16	MILLER, RICK	L	L	6'0"	185	4-19-48	Grand Rapids, MI	Boston	105	76	0	27	.283
14	RICE, JIM	R	R	6'2"	205	3- 8-53	Anderson, SC	Boston	153	164	25	85	.282
MANAGER: Don Zimmer (34)													
COACHES: John Pesky (35), Walt Hrinak (33), Al Jackson (32), Eddie Yost (36)													

TOP
LINE-UP
FOR
TASTE



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

CARLTON Filter: 1 mg. "tar", 0.1 mg. nicotine; PALL MALL Gold 100's: 19 mg. "tar", 1.4 mg. nicotine av. per cigarette, FTC Report Dec. '76. LUCKY 100's and ICEBERG 100's: 4 mg. "tar", 0.4 mg. nicotine; TAREYTON lights: 8 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC method.

The Golden Beer of Danish Kings.

Now brewed in America. Now affordable to everyone.

AMERICAN LEAGUE PITCHERS

BALTIMORE	CALIFORNIA	CHICAGO	CLEVELAND	DETROIT	KANSAS CITY	MILWAUKEE
22 Palmer	19 Scott	24 Johnson B	17 LaRoche	17 Roberts	16 Hassler	18 Cort
23 Martinez T.	30 Ryan	26 Hamilton	22 Bibby	18 Miller	17 Littell	20 Sanders
30 Martinez D.	31 Kuhaulua	27 Kravec	23 Garland	20 Fidrych	22 Leonard	23 Rodriguez
37 Miller	35 Cuellar	28 Wood	32 Mood	21 Bare	23 Mingori	25 Travers
38 Holdsworth	39 Cristelli	32 Stone	34 Kern	27 Sykes	29 Bird	27 Miller
39 McGregor	40 Tanana	34 Brett	35 Buskey	28 Crawford	33 Patten	29 Beare
43 May	41 Orago	36 Lagrow	36 Waits	31 Ruhl	34 Splittorff	30 Haas
46 Flanagan	42 Simpson	37 Frost	37 Eckersley	32 Taylor	37 Gura	35 Castro
48 Grimsley	43 Monge	38 Otten	39 Fitzmorris	36 Arroyo	40 Busby	40 Hinds
	45 Hartzell	45 Knapp	41 Oobson	37 Trella	42 Hall	41 Slaton
	46 Perzanowski	46 Barrios		38 Cappuzzello	48 Colborn	43 Kobel
	47 Ross	47 Martinez S.		48 Glynn		45 Folkers
	48 Verhoeven	55 Kucek		49 Grilli		46 Augustine
						48 McClure

MINNESOTA	NEW YORK	OAKLAND	SEATTLE	TEXAS	TORONTO
17 Redfern	19 Tidrow	14 Blue	13 Barr	22 Boggs	17 Edge
18 Bane	28 Lyle	16 Norris	16 Wheelock	24 Lindblad	18 Clancy
19 Burgmeier	29 Hunter	22 Langford	17 Abbott	26 Morton	23 Lemanczyk
20 Albury	31 Figueroa	23 Unbarger	19 Galasso	28 Blyleven	24 Hartenstein
21 Johnston T.	35 Gullett	24 Torrez	20 Moore	29 Foucault	26 Hargan
23 Luebber	36 Ellis	26 Bair	23 Thomas	32 Knowles	27 Byrd
28 Gideon	43 Polinsky	30 Coleman	24 MacCormack	33 Alexander	30 Vuckovich
30 Goltz	45 Hoyt	36 Mitchell	25 Montague	34 Briles	33 Willis
31 Hughes	49 Guidry	52 Bahnsen	27 Segui	35 Oevine	34 Jefferson
33 Pazik	51 Ricks	52 Giusti	30 Pagan	36 Perry	36 Garvin
Zahn	53 Holtzman	53 Medich	38 Laxton	42 Moret	44 Johnson
	56 Heindl	Torrealba	45 Pole	53 Cuellar	48 Singer
			46 Jones	Wallace	Reynolds

NATIONAL LEAGUE PITCHERS

ATLANTA	CHICAGO	CINCINNATI	HOUSTON	LOS ANGELES	MONTREAL
1 Beard	1 Bonham	1 Alcala	1 Andujar	1 Downing	1 Atkinson
2 Camp	2 Burris	2 Billingham	2 Bannister	2 Fory	2 Brown
3 Capra	3 Frailing	3 Borbon	3 Cosgrove	3 Garman	3 Carroll
4 Easterly	4 Hamrick	4 Caldwell	4 Forsch	4 Hooton	4 Carrithers
5 Johnson B.	5 Hernandez G.	5 Eastwick	5 Konieczny	5 Hough	5 Greif
6 LaCorte	6 Hernandez R.	6 Fryman	6 Larson	6 Hudson	6 Hannahs
7 Leon	7 Krukow	7 Murray	7 Lemongello	7 John	7 Kerrigan
8 Marshall	8 Lamp	8 Nolan	8 Niekro	8 Rau	8 Lang
9 Messersmith	9 Renko	9 Norman	9 Pentz	9 Rhoden	9 McEnaney
10 Niekro	10 Reuschel P.	10 Zachry	10 Richard	10 Sosa	10 Rawley
11 Ruthven	11 Reuschel R.		11 Sambito	11 Sutton	11 Rogers
	12 Sutter			12 Wall	12 Stanhouse
	13 Todd				13 Terpo
					14 Warthen

NEW YORK	PHILADELPHIA	PITTSBURGH	ST. LOUIS	SAN DIEGO	SAN FRANCISCO
1 Apodaca	1 Brusstar	1 Batton	1 Capilla	1 Bernal	1 Barr
2 Baldwin	2 Carlton	2 Candelaria	2 Carroll	2 Oupree	2 Cornutt
3 Espinosa	3 Christenson	3 Oemery	3 O'Acquisto	3 Fingers	3 Curtis
4 Koosman	4 Garber	4 Forster	4 Denny	4 Foster	4 Halicki
5 Lockwood	5 Kaat	5 Gossage	5 Oierker	5 Freisleben	5 Heaverlo
6 Matlack	6 Lerch	6 Jackson	6 Falcone	6 Griffin	6 Lavelle
7 Myrick	7 Lonborg	7 Jones	7 Forsch	7 Jones	7 McGlothen
8 Seaver	8 McGraw	8 Kison	8 Hrabosky	8 Metzger	8 Moffitt
9 Solari	9 Reed	9 Reuss	9 Rasmussen	9 Sawyer	9 Montefusco
10 Swan	10 Schueler	10 Rooker	10 Sutton	10 Shirley	10 Williams
11 Todd	11 Twitchell	11 Tekulve	11 Urrea	11 Spillner	
	12 Underwood	12 Whitson		12 Strom	
				13 Tomlin	

1977 AMERICAN LEAGUE UMPIRES

- 1 Larry Barnett
- 2 Nick Bremigan
- 3 Joe Brinkman
- 4 Nestor Chylak
- 5 Alan Clark
- 6 Terry Cooney
- 7 Bill Deegan
- 8 Don Denkinger
- 9 Lou DiMuro
- 10 Jim Evans
- 11 Dale Ford
- 12 Art Frantz
- 13 Dick Garcia
- 14 Russ Goetz
- 15 Bill Haller
- 16 Ken Kaiser
- 17 Greg Kosc
- 18 Bill Kunkel
- 19 Ron Luciano
- 20 George Maloney
- 21 Larry McCoy
- 22 Jim McKean
- 23 Ed Merrill
- 24 Jerry Neudecker
- 25 Steve Palermo
- 26 Dave Phillips
- 27 Marty Springstead
- 28 Vic Valtaggio

This year let us
weed and feed
your lawn!



PLEASE CALL 547-2360

FOR

FREE LAWN SURVEY

Fawcett

THE GREEN MACHINE

Tyler Court
Cambridge, MA. 02140

LORD CALVERT

CANADIAN SUPERSTAR

IMPORTED CANADIAN WHISKY • A BLEND • 80 PROOF • CALVERT DISTILLERS CO. NEW YORK, N.Y.

Boston:
The #1
seafood city
in the country.

Legal:
The #1
seafood restaurant
in Boston.

Legal serves the largest variety of fresh
seafood in the entire country.
And Bostonians just eat it up.
We also have a unique oyster bar
which alone is worth a visit.
So when in Boston, do as the Bostonians do.

Take in the take-home delights
of our fresh fish market too.



LEGAL SEA FOODS

"Known the world over"

Inman Square, Cambridge 547-1410
Route 9, Chestnut Hill 277-7300

J B Wood Tilt Window

The New Wood Replacement
Double Hung Window
As Endorsed By

Johnny Lesby



- * Can Be Installed In
Existing Window Frames
- * Eliminates Storm Windows

For Free Brochure or
Home Demonstration Call:
(617) 864-5250

Manufactured And Distributed By
J B Sash & Door Co. Inc.
339 Franklin St.
Cambridge, Mass. 02139

1976 BOSTON RED SOX STATISTICS

BATTING

	AVE.	G	AB	R	H	2B	3B	HR	RBI	BB	SO	E
Baker	.130	12	23	1	3	0	0	1	2	1	5	1
Burleson	.291	152	540	75	157	27	1	7	42	60	37	34
Carbo	.236	17	55	5	13	4	0	2	6	8	17	0
Cooper	.282	123	451	66	127	22	6	15	78	16	62	4
Darwin	.179	43	106	9	19	5	2	3	13	2	35	1
Darwin, Tot.	.207	68	179	15	37	8	3	4	18	8	51	2
Dillard	.275	57	167	22	46	14	0	1	15	17	20	11
Doyle	.250	117	432	51	108	15	5	0	26	22	39	12
Evans	.242	146	501	61	121	34	5	17	62	57	92	2
Fisk	.255	134	487	76	124	17	5	17	58	56	71	12
Griffin	.189	49	127	14	24	2	0	0	4	9	14	2
Heise	.268	32	56	5	15	2	0	0	5	1	2	5
Hobson	.234	76	269	34	63	7	5	8	34	15	62	14
Johnson	.132	15	38	3	5	1	1	0	0	5	11	0
Lynn	.314	132	507	76	159	32	8	10	65	48	67	6
Merchant	.000	2	2	0	0	0	0	0	0	0	2	0
Miller	.283	105	269	40	76	15	3	0	27	34	47	2
Montgomery	.247	31	93	10	23	3	1	3	13	5	20	2
Petrocelli	.213	85	240	17	51	7	1	3	24	34	36	6
Rice	.282	153	581	75	164	25	8	25	85	28	123	7
Whitt	.222	8	18	4	4	2	0	1	3	2	2	0
Yastrzemski	.267	155	546	71	146	23	2	21	102	80	67	4
Pole	.000	31	1	0	0	0	0	0	0	0	0	1
Tiant	.000	38	1	0	0	0	0	0	0	0	1	4
Willoughby	.000	54	1	0	0	0	0	0	0	0	0	2
Other Pitchers	---	0	0	0	0	0	0	0	0	0	0	9
DH Hitters	.236		624	71	147	32	9	20	89	37	134	—
PH Hitters	.171		76	6	13	1	0	2	11	8	25	—

TOTALS .263 162 5511 716 1448 257 53 134 664 500 832 141

PITCHING

	ERA	W	L	AP	CG	SV	SHO	IP	H	R	ER	HR	BB	SO
Cleveland	3.07	10	9	41	3	2	0	170.0	159	73	58	3	61	76
House	4.33	1	3	36	0	4	0	43.2	39	22	21	4	19	27
Jenkins	3.27	12	11	30	12	0	2	209.0	201	85	76	20	43	142
Jones	3.36	5	3	24	1	0	0	104.1	133	48	39	6	26	45
Kreuger	4.06	2	1	8	1	0	0	31.0	31	14	14	3	16	12
Lee	5.62	5	7	24	1	3	0	96.0	124	68	60	13	28	29
Murphy	3.44	4	5	37	0	8	0	81.0	91	43	31	5	25	32
Murphy, Tot.	4.17	4	6	52	0	9	0	99.1	116	61	46	7	34	39
Pole	4.33	6	5	31	1	0	0	120.2	131	62	58	8	48	49
Tiant	3.06	21	12	38	19	0	3	279.0	274	107	95	25	64	131
Willoughby	2.82	3	12	54	0	10	0	99.0	94	38	31	4	31	37
Wise	3.53	14	11	34	11	0	4	224.1	218	100	88	18	48	93

TOTALS 3.52 83 79 357 49 27 13 1458.0 1495 660 571 109 409 673

1976 CLEVELAND INDIANS STATISTICS

BATTING

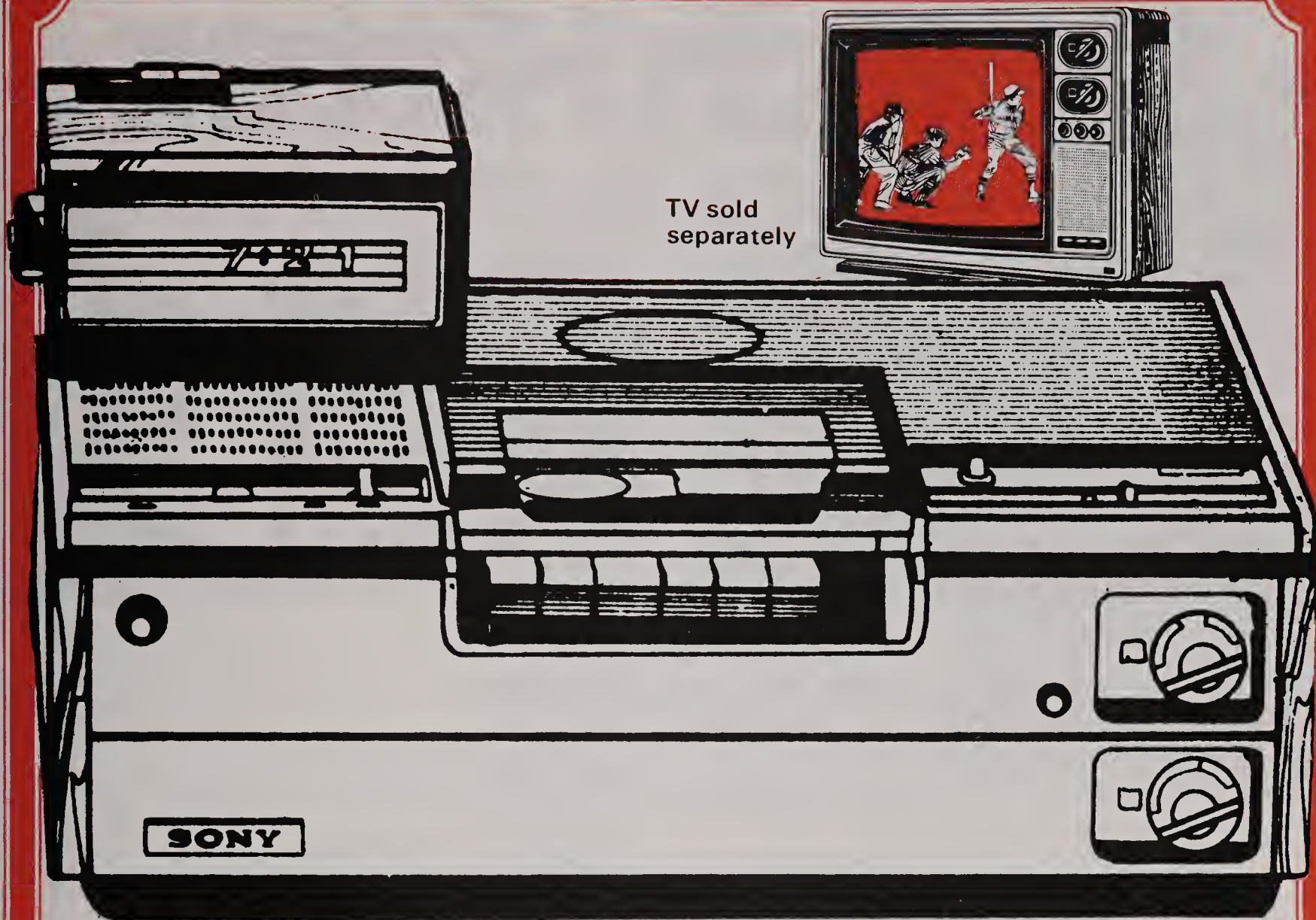
	AVE.	G	AB	R	H	2B	3B	HR	RBI	BB	SO	SB	CS
Ashby	.239	89	247	26	59	5	1	4	32	27	49	0	2
Bell	.281	159	604	75	170	26	2	7	60	44	49	3	8
Blanks	.280	104	328	45	92	8	7	5	41	30	31	1	2
Carty	.310	152	552	67	171	34	0	13	83	67	45	1	1
Cerone	.125	7	16	1	2	0	0	0	1	0	2	0	0
Crosby	.500	2	2	0	1	0	0	0	0	0	0	0	0
Duffy	.212	133	392	38	83	11	2	2	30	29	50	10	0
Fosse	.301	90	276	26	83	9	1	2	30	20	20	1	2
Gonzalez	.250	28	68	5	17	2	0	0	4	5	7	1	2
Griffin	.250	12	4	0	1	0	0	0	0	0	2	0	1
Hendrick	.265	149	551	72	146	20	3	25	81	51	82	4	4
Howard	.211	39	90	7	19	4	0	0	13	3	13	1	1
Kuiper	.263	135	506	47	133	13	6	0	37	30	42	10	17
Lis	.314	20	51	4	16	1	0	2	7	8	8	0	0
Lowenstein	.205	93	229	33	47	8	2	2	14	25	35	11	8
Manning	.292	138	552	73	161	24	7	6	43	41	75	16	10
Powell	.215	95	293	29	63	9	0	9	33	41	43	1	1
Pruitt	.267	47	86	7	23	1	1	0	5	16	8	2	3
Robinson	.224	36	67	5	15	0	0	3	10	11	12	0	0
Smith	.256	55	164	17	42	3	1	2	12	8	8	8	0
Spikes	.237	101	334	34	79	11	5	3	31	23	50	5	6
DH Hitters	.307		603	78	185	32	0	16	90	70	62	1	7
PH Hitters	.236		106	7	25	4	0	1	22	16	23	0	1

TOTALS .263 5412 615 1423 189 38 85 567 479 631 75 69

PITCHING

	ERA	W	L	AP	CG	SV	GS	IP	H	R	ER	HR	BB	SO
Bibby	3.20	13	7	34	4	1	21	163	162	61	58	6	56	84
Brown	4.25	9	11	32	5	0	27	180	193	94	85	14	55	104
Buskey	3.64	5	4	39	0	1	0	94	88	42	38	9	34	32
Dobson	3.48	16	12	35	6	0	35	217	226	98	84	13	65	117
Eckersley	3.44	13	12	36	9	1	30	199	155	82	76	13	78	200
Hood	4.85	3	5	33	0	1	6	78	89	46	42	5	41	32
Kern	2.36	10	7	50	0	15	2	118	91	38	31	2	50	111
LaRoche	2.25	1	4	61	0	21	0	96	57	25	24	2	49	104
Parker	.00	0	0	3	0	0	0	7	3	0	0	0	0	5
Peterson	5.55	0	3	9	0	0	9	47	59	31	29	3	10	19
Raich	15.00	0	0	1	0	0	0	3	7	5	5	1	0	1
Thomas	2.29	4	4	37	2	6	7	106	88	33	27	5	41	54
Waits	3.99	7	9	26	4	0	22	124	143	60	55	7	54	65

TOTALS 3.47 81 78 396 30 46 159 1432 1361 615 552 80 533 928



**ADD A SONY BETAMAX TAPE DECK WITH
AUTOMATIC TIMER TO YOUR HOME TV-
YOU'LL NEVER AGAIN MISS
ANOTHER BALL GAME**

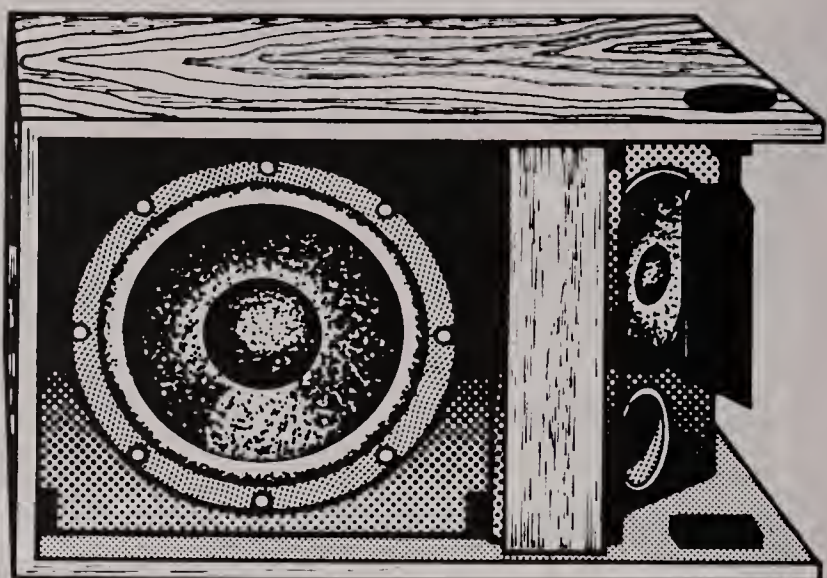
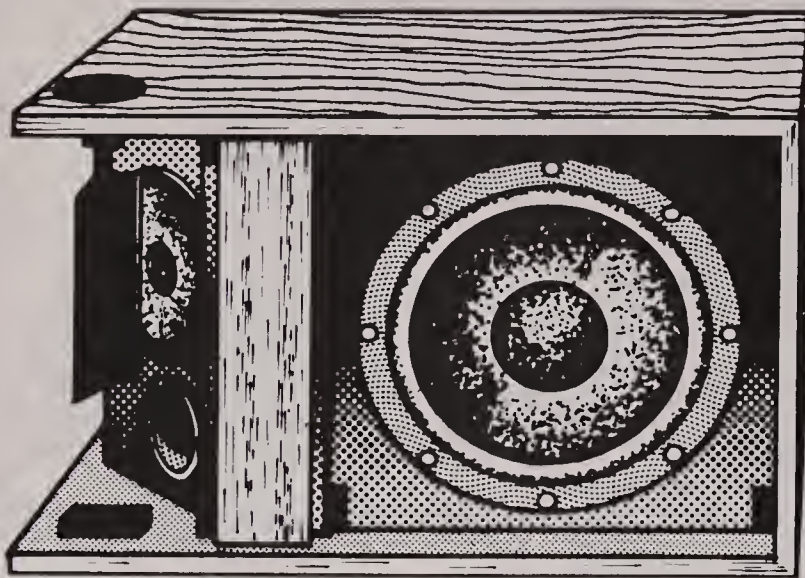
Betamax hooks up easily to any TV set. It can automatically videotape a show while you're away or doing something else. Just set the automatic timer. What's more, if there are two shows on at the same time, you can videotape one channel while you're watching the other. Play the videotapes back at leisure. Tapes are re-usable.

**PRICED
LECHMERE'S WAY**

LECHMERE *the*
WHERE YOU POCKET THE DIFFERENCE *More*
store

CAMBRIDGE, 88 First St., 491-2000, DANVERS, Liberty Tree Mall, Endicott St., off RT. 128, 777-1000, DEDHAM, 688 Providence Hgwy., RT. 1, 329-2200, SPRINGFIELD, Springdale Mall, 1550 Boston Rd., opposite Eastfield Mall, 543-5100. STORE HOURS: CAMBRIDGE, Mon. thru Fri., 10 A.M. to 10 P.M., Sat., 9 A.M. to 6 P.M., DANVERS, DEDHAM, SPRINGFIELD, Mon. thru Sat., 10 A.M. to 10 P.M.

Switch Hitter



This is a pitch for Bose. Bose Model 301. The Direct/Reflecting® bookshelf loudspeaker.

Swinging either left or right, the Direct Energy Control allows the high frequencies to cover the full listening field.

Unlike conventional direct-radiating speakers, the switch hitter reflects most sound off the side and rear walls of your listening room—creating the feeling of Symphony Hall.

Versatility? The Model 301 covers every position. Place it anywhere in your room.

And the price? About \$100 each. They're practically a steal!

You'll never strike out with a pair of Bose 301's. Every season will be a winner.

Cover all the bases at one of the New England Bose dealers.

Then bring 'em home and play Bose!

BOSE®
Patents issued and pending.



The Lineup.

Brands Mart

1201 East Main Street, Meriden, CT

Consumer Sales

Corbins Corner, West Hartford, CT

Consumer Sales

330 Broad Street, Manchester, CT

Stereo Lab

158 Captain's Walk, New London, CT

Stereo Lab

Scheetz Plaza, Groton, CT

Maine Audio

J.F.K. Plaza, Waterville, ME

Radio Shack

5 Points Shopping Center, Biddeford, ME

Brands Mart

127 Smith Place, Cambridge, MA

Nantucket Sound

Cape Cod Mall, Hyannis, MA

Nantucket Sound

North Dartmouth Mall, North Dartmouth, MA

Nantucket Sound

Swansea Mall, Swansea, MA

Radio Shack

Drum Hill Plaza, Chelmsford, MA

Manchester Music

968 Elm Street, Manchester, NH

Radio Shack

Lafayette Plaza, Portsmouth, NH

Radio Shack

Newington Mall, Portsmouth, NH

Radio Shack

Tri City Plaza, Dover, NH

Radio Shack

Southgate Plaza, Seabrook, NH

Tech Hi Fi

35 South Main Street, Hanover, NH

Brands Mart

6946 Boston Post Road, North Kingstown, RI

Ormsby's TV & Appliance

61 North Main Street, Barre, VT

Stereo Theatre

138 West Street, Rutland, VT

Stereo Theatre

Rutland Mall, Rutland, VT

Stereo Village

21 Coventry Street, Newport, VT

Tech Hi Fi

150 Church Street, Burlington, VT

then Jack Wilson gave me the chance I needed.

"He asked me if I'd be interested in pitching for the semi-pro team he ran. He was sort of a bird-dog for the Dodgers and his team played all over—Las Vegas, San Diego and places like that.

"I pitched so well for him, he told me one day he thought I had a chance to make it in organized ball. I told him it would be pretty tough for a 22-year old guy to get started but he said he'd seen lots of guys my age start and make it.

"He convinced the Dodgers front office that they ought to send somebody down to check me out and one day got Don Newcombe, the old Dodgers pitcher to come and watch me pitch.

"I threw a shutout for eight innings that day, gave up only two or three hits and struck out seven or eight guys. Not bad, I thought.

Campbell and Wilson both realized that a pitcher working under that type of condition couldn't be expected to pitch much better. But Newcombe wasn't impressed.

"I saw Wilson talking with Newcombe in the stands and finally Wilson came back to me.

"He (Newcombe) doesn't think you're a prospect," said Wilson at the time.

"What didn't he like?" Campbell asked.

"To hell with him," Wilson replied. "All he said was that you didn't have a good enough move to first base."

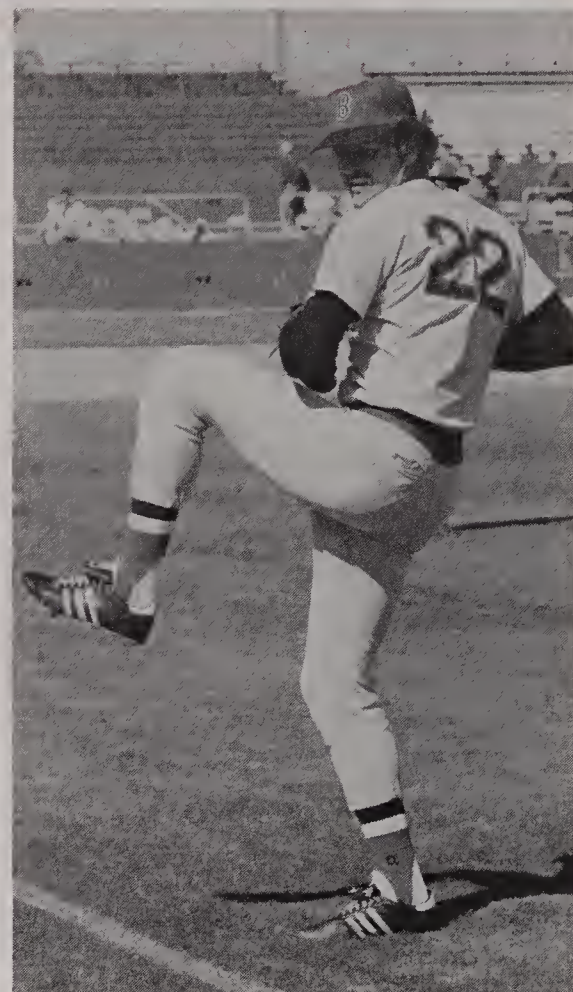
Campbell was discouraged, naturally, but he became more determined to keep pitching. And one day late in the 1970 season, he finally got the break which was to put him on the track direct to major league success.

"I was pitching against a Minnesota rookie team one day managed by one of the Twins' scouts, Jess Flores. He came to me after the game and told me he thought I had a chance to make it and that I should keep pitching.

"That was the last I saw of him for a couple of months and I figured that was the end of that. But I was wrong," Campbell said.

"That September I got a call from Flores and he asked me to pitch one more game for him. I figured I had nothing to lose and went out and pitched seven or eight innings while he watched. I guess that did it.

"He said that he had a couple of contracts he hadn't used for the next year and he offered me one of them and I took it. I even got a \$1,000 bonus to sign.



Campbell started the 1971 season with Wisconsin Rapids in the Twins farm system, and made the league All Star team in mid-season. As a starter in 1972 he was selected "Pitcher of the Year" in the Southern Association with 14 complete games and 13 wins. That performance earned him a promotion to Tacoma of the Pacific Coast League in 1973, where he won 10 more games as a starter, before being called up to the Twins in mid-season to stay.

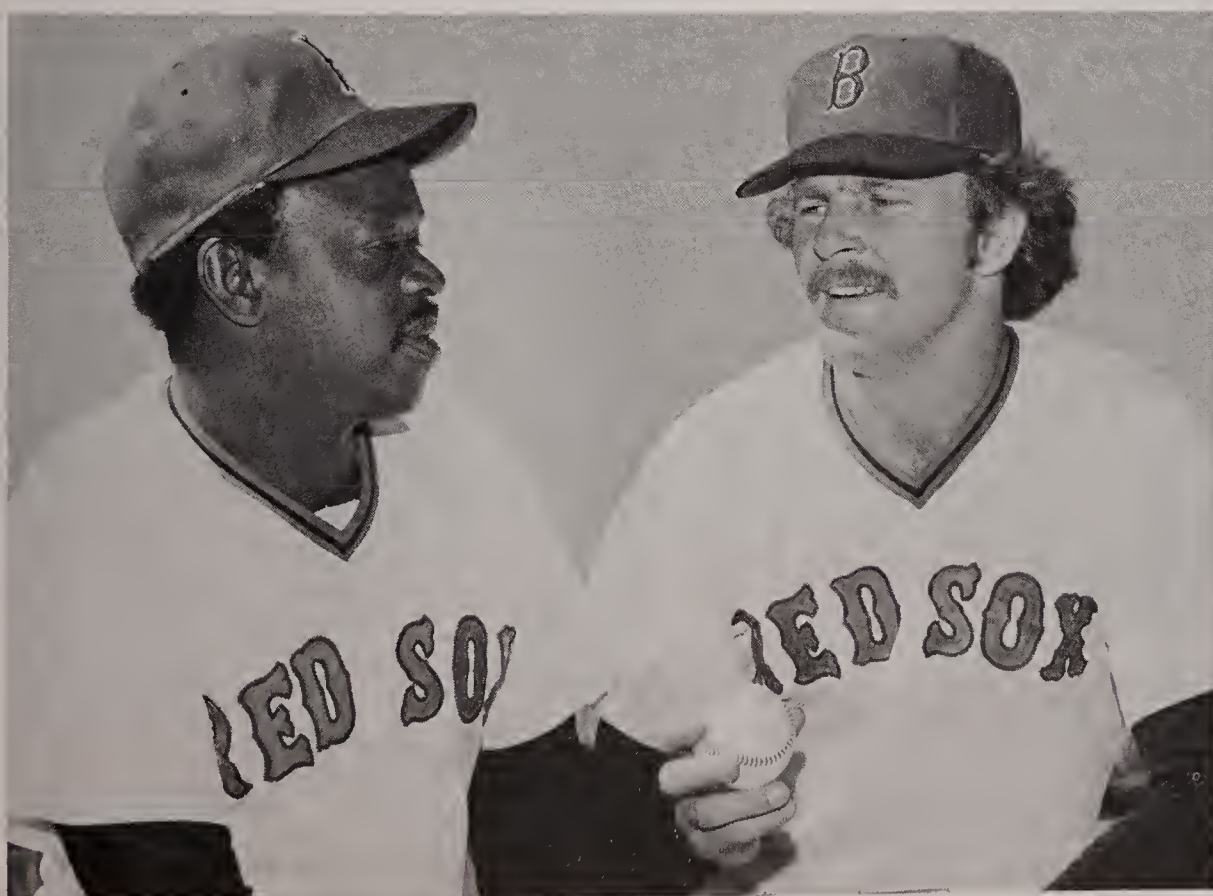
Minnesota quickly decided he would be a valuable reliever, and he has started only nine major league games in the three and a half years since.

"I had a little bit of arm trouble two years ago mainly because I tried to start too fast," Campbell explains. "But I guess you might say that I bounced back last year."

Singer Johnny Cash once had a song entitled "There Ain't No Easy Road"

To say that new Red Sox pitcher William Richard Campbell knows the truth of these words only too well may be the understatement of any baseball year.

No one traveled a much tougher route to stardom than he did!!



Bill Campbell and new pitching coach Al Jackson

Fenway's Short-Stop for Refreshment



Hood
ICE CREAM

Sport Sundae Bar

NEWBURY'S STEAK HOUSE

94 massachusetts ave.
boston • 536-0184

great steaks!
from \$2.25
at lunch
\$4.25 at dinner

salad bar!
with
sandwiches
and steaks

everything
you want,
all you want,
all day long

**king size
cocktails!**

between commonwealth ave.
and newbury st.

a few blocks from fenway

open noon to midnite
all major credit cards honored

**NEWBURY'S
STEAK HOUSE**

DID YOU KNOW?

Three pitchers have batted a total of four times for the RED SOX since the DH rule went into effect in 1973. LUIS TIANI flied out 7/12/75 vs. Texas, JIM WILLOUGHBY flied out 5/21/76 in N.Y., DICK POLE grounded out 6/17/76 in Oakland and TIANI struck out 7/5/76 vs. Chicago.

The RED SOX drew 1,297,969 on the road in 1976 to rank fifth in the A.L. It was the 10th straight year the SOX topped the million mark in road attendance and the best total during that span.

The RED SOX extended their American League record of consecutive years hitting 100 or more home runs to 31 with a league-high of 134 in 1976. Jim Rice hit the 100th, Aug. 30 in Fenway Park in the 5th inning off Mike Bacsik of Texas.

LUIS TIANI had his third 20-win season in the last four years. He joined CY YOUNG (six times) and BILL DINEEN (three times) as the only RED SOX pitchers to win 20 three or more years.

TOM HOUSE and REGGIE CLEVELAND were the toughest RED SOX pitchers to hit in 1976. HOUSE yielded a .241 average (39-162) and CLEVELAND held the opposition to a .247 mark (159-645). HOUSE was also the best vs. lefties (.192) while RICK WISE was the best vs. righties (.241).

RICK WISE has committed just 8 errors in 508 chances for a .984 mark during 12 major league seasons. Four of the errors came in 1975. In 1976 he did not commit an error in 54 chances. He led the N.L. pitchers in fielding in 1971 (1,000, 59 chances) and has had 7 errorless seasons.

When CARL YASTRZEMSKI hit five home runs in two consecutive games (3 in Detroit 5/19/76 and 2 in N.Y. 5/20/76) he became the 10th player to accomplish that feat. The only other A.L. achievers were TY COBB in 1925 for the Tigers and TONY LAZZERI in 1936 for the Yankees.

JIM RICE hit 25 doubles and 25 home runs in 1976, his second straight 20-20 year in those categories. The only other RED SOX players since 1971 to have consecutive 20-20 seasons were CARLTON FISK in 1972-73 and REGGIE SMITH in 1969 through 1973.

**The hot dog
you're eating
right now
tastes better—
because it's
served with
Gulden's
Mustard.**



(You'll like its
smoother flavor
at home, too.)

**Time for a
la touraine
coffee
break.**



la touraine

COFFEE COMPANY, INC.

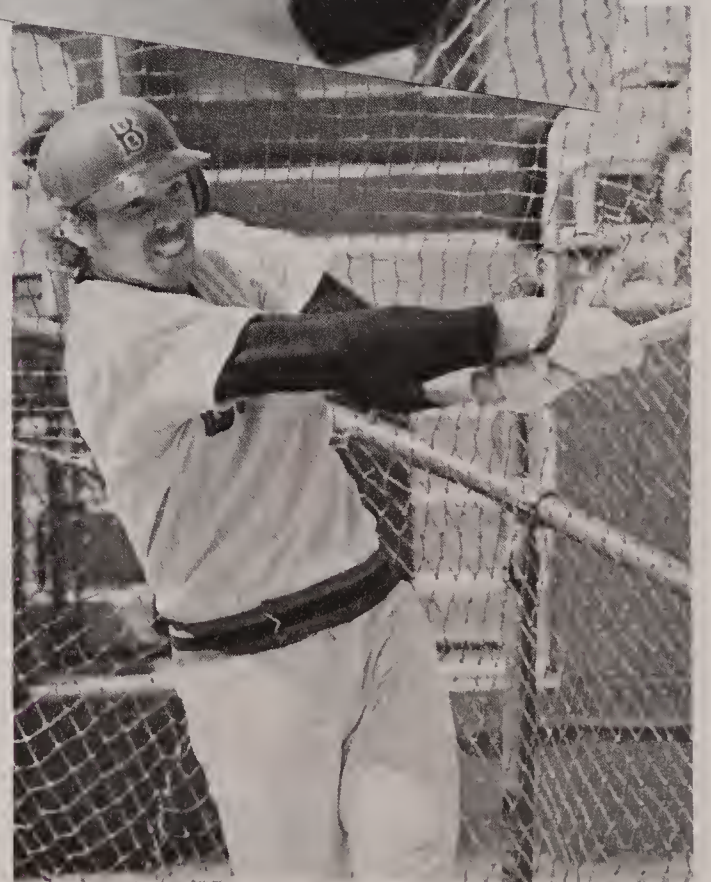
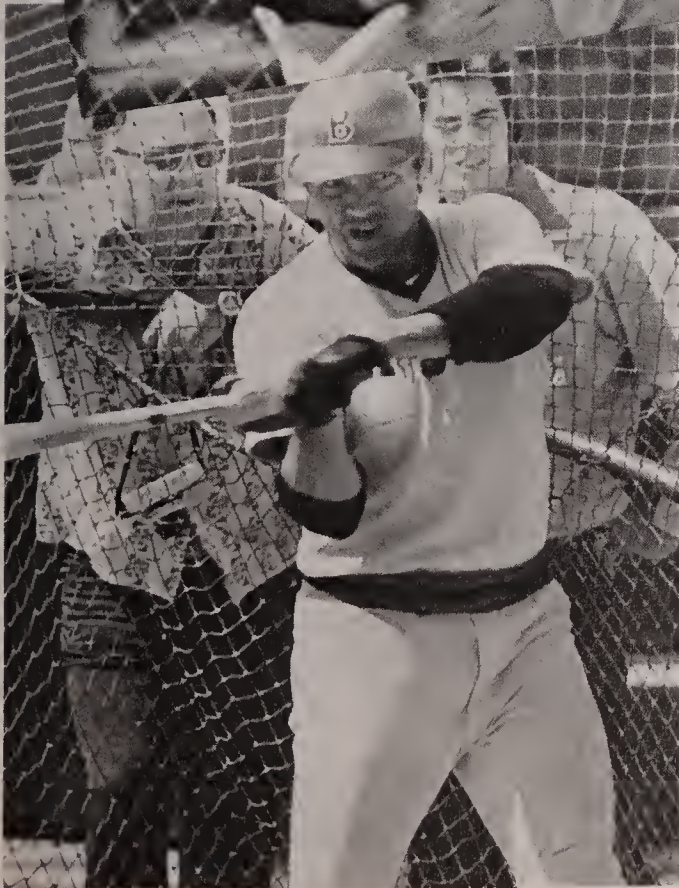
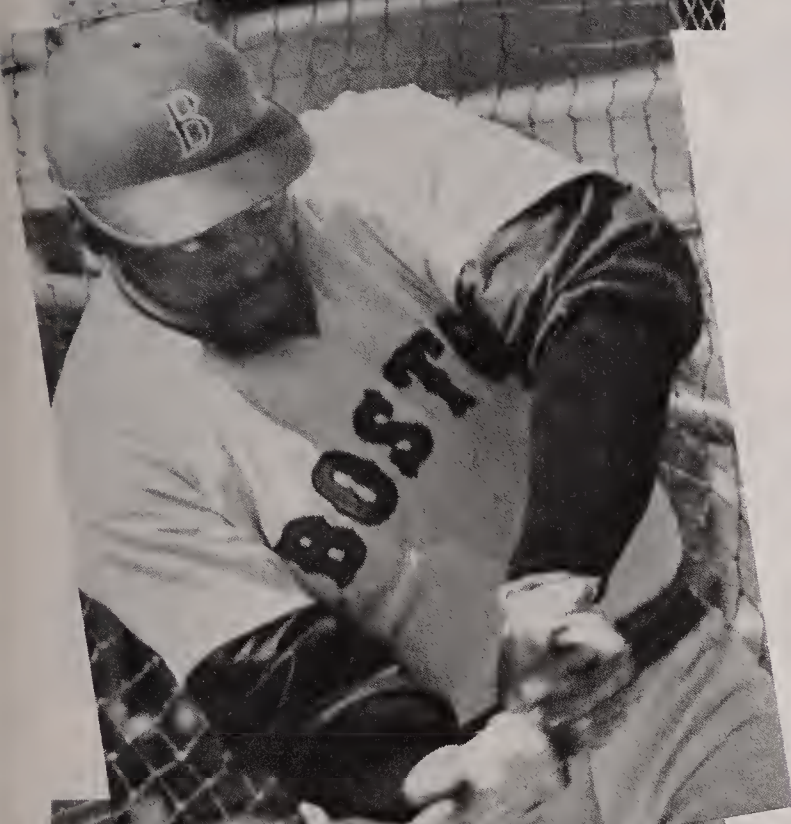
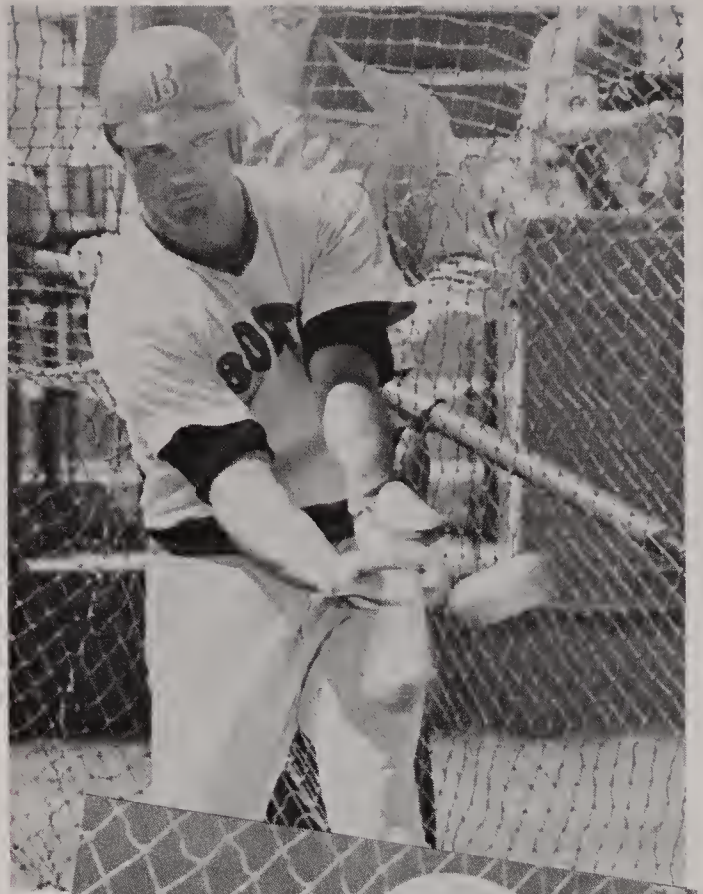
A Subsidiary of Greenwich Mills Co.

Secaucus, N.J.

**The
RED
SOX
are
Ready**

1977

**Action
at
Winter
Haven**





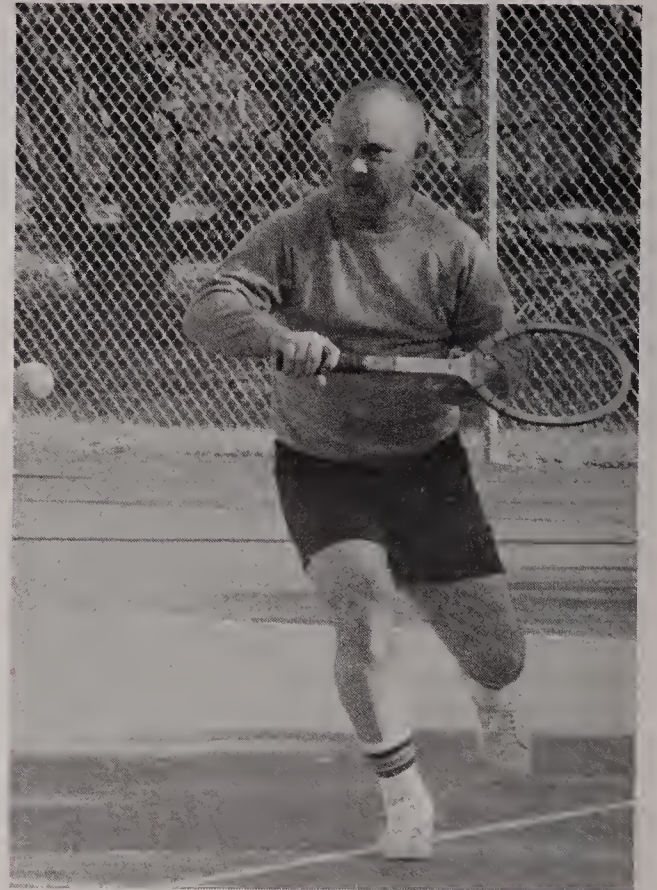
If I had cancer . . .

"Gee, Thanks"

THE JIMMY FUND



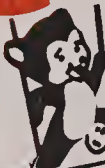
Winter Haven '77



BASEBALL NUTS!

FRESH ROASTED
PEANUTS
IN THE SHELL

TEDDIE



THE LEAVITT CORPORATION, EVERETT, MASS. 02149





**These three words have
opened up a whole set of problems
for the American motorist.**



These three words solved them.

Unfortunately, most unleaded gasoline users have had to learn to take the bad with the good.

The good? Cleaner air and a cleaner-running engine.

The bad? Lack of pep and performance—even a disturbing knock.

Well, take heart. Because Getty Unleaded Regular actually provides the kind of performance you may have thought you'd never get from an unleaded. The power you used to get from old-fashioned leaded regular. Plus the clean-running smoothness of an unleaded gasoline.

And most important, Getty Unleaded Regular sells for less than most other major unleads.

So fill up with Getty Unleaded Regular. And get more power for less money.

Vote Early and Vote Often . . .

Since 1970, there has been one annual election when all Americans are not only allowed to vote as early and as often as possible, but are actually urged to stuff the ballot boxes.

That's the annual election of the starting American and National League teams in the All-Star Game, which will be played in 1977 on Tuesday night, July 19 at Yankee Stadium.

Each year, since Baseball Commissioner Bowie Kuhn returned the selection of the All-Star starting teams to the fans, the number of ballots cast has increased, climbing last year to over eight million, three hundred thousand, and more expected in 1977.

Here at Fenway Park, Red Sox fans will have 22 voting days to vote for their favorite players during the voting period, which stretches from Saturday, May 21 through Monday, July 4. In every year since 1970, the number of ballots from Fenway Park fans has been among the highest received from any major league park, and with several Red Sox candidates, this year should be no different.

Of course, the All-Star Game has

been dominated by the National League in the last 12 years, but it was exactly the reverse when All-Star games started back in 1933. From 1933 to 1939, the American League won 12 out of 16 games. Those American League teams were filled with players like Ruth, Gehrig, Foxx, Williams, the DiMaggio brothers, Doerr, Appling to name just a few. The pitching rosters had such greats as Grove, Gomez, Ruffing, Feller, Newhouser and Raschi. Everyone has heard of Carl Hubbell's feat of striking out Ruth, Gehrig, Foxx, Simmons and Joe Cronin in succession in the second game of 1934, but what is forgotten frequently is that the

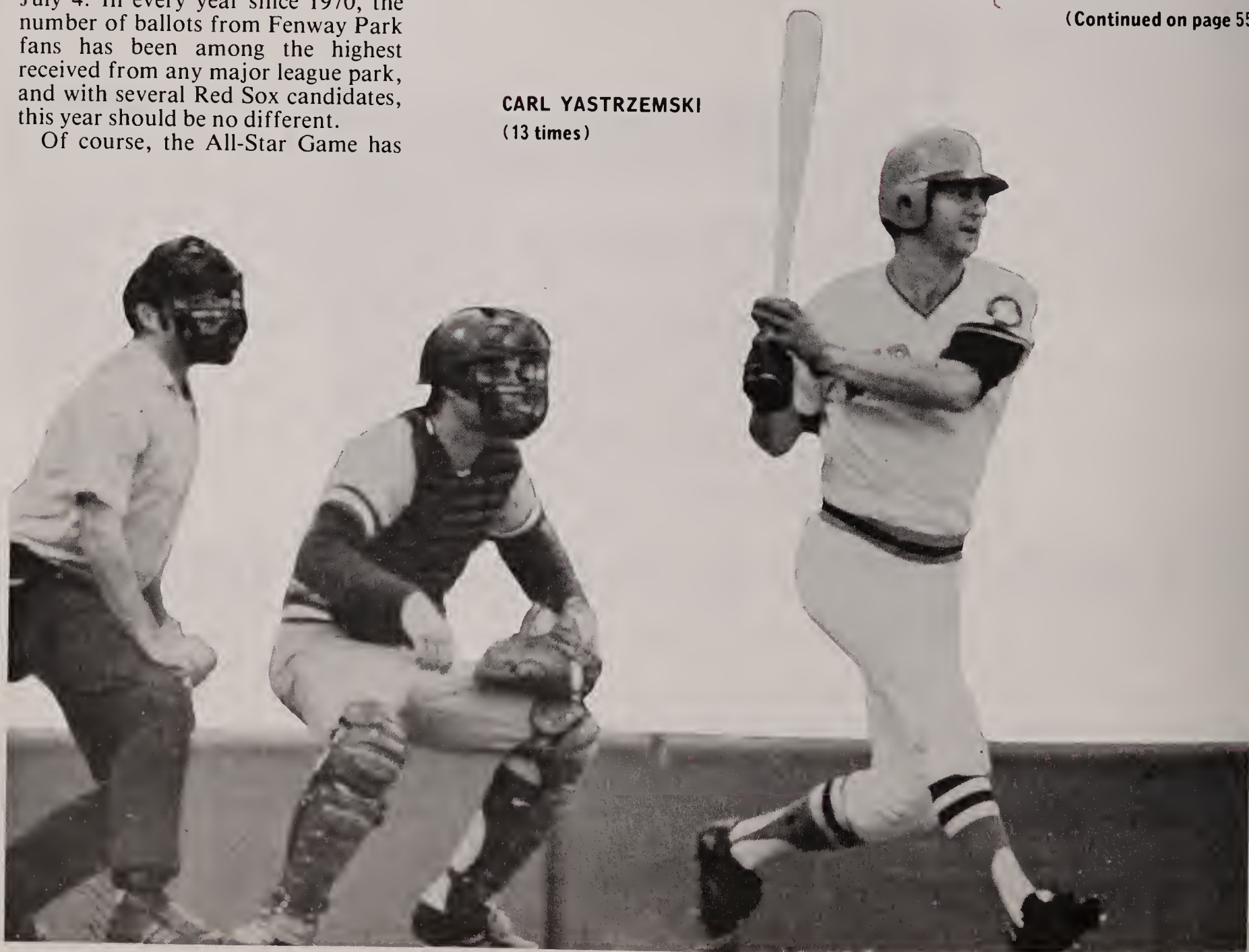
American League had a big six-run fifth inning and won that game 9-7.

It should be time for the pendulum to move back the other way, because the American League has come up with the newest crop of strong young players, many of whom will be on this year's ballot.

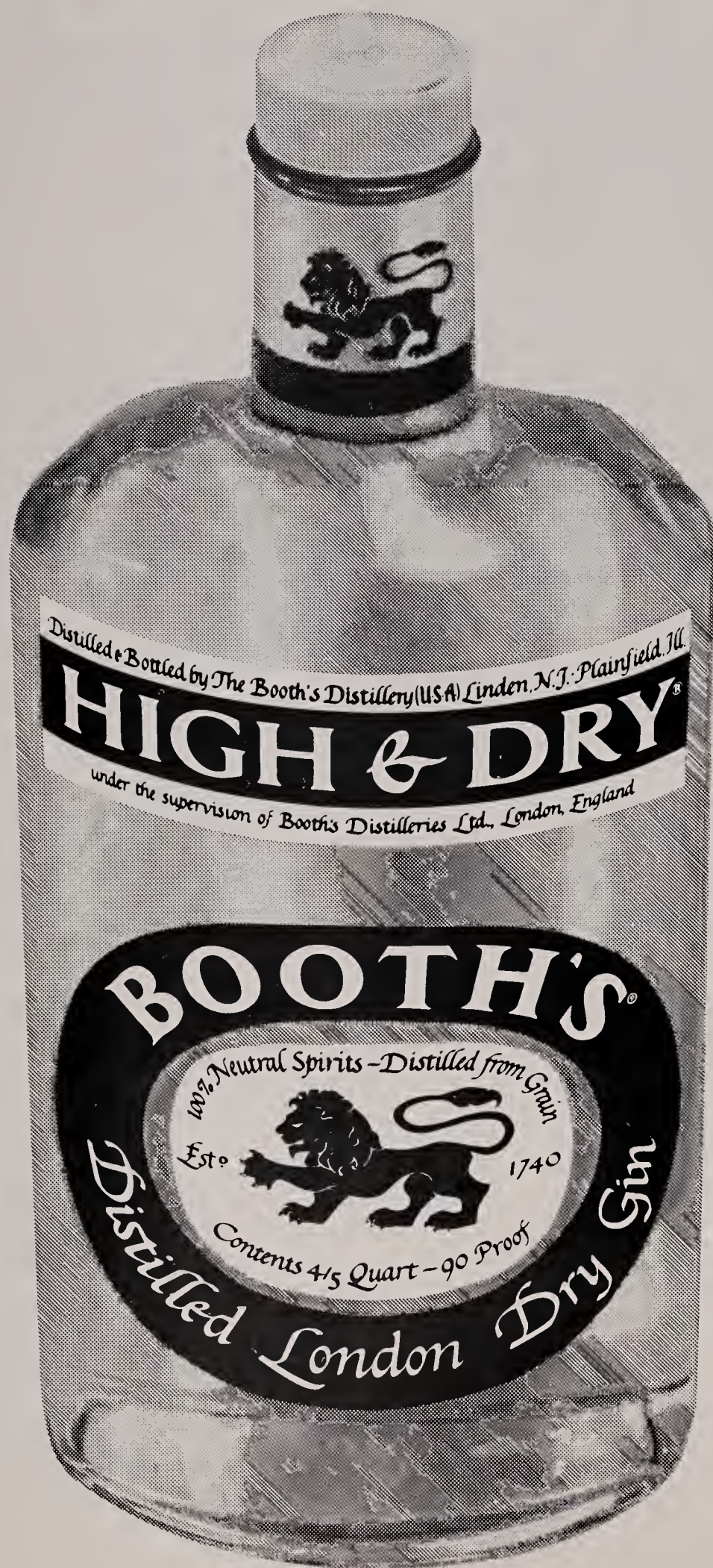
Red Sox players have always played prominent roles in All-Star play. Just check the list of Red Sox All-Star participants on this page. . . . Ted Williams had some brilliant moments in All-Star history . . . in his ten All-Star games, Carl Yastrzemski has a .296 average, including three for four in 1967 in Anaheim and a four hit performance in Cincinnati in 1970 to win the outstanding player award. Last year, Fred Lynn provided the only American League fireworks with his homerun in the fourth inning.

(Continued on page 55)

CARL YASTRZEMSKI
(13 times)

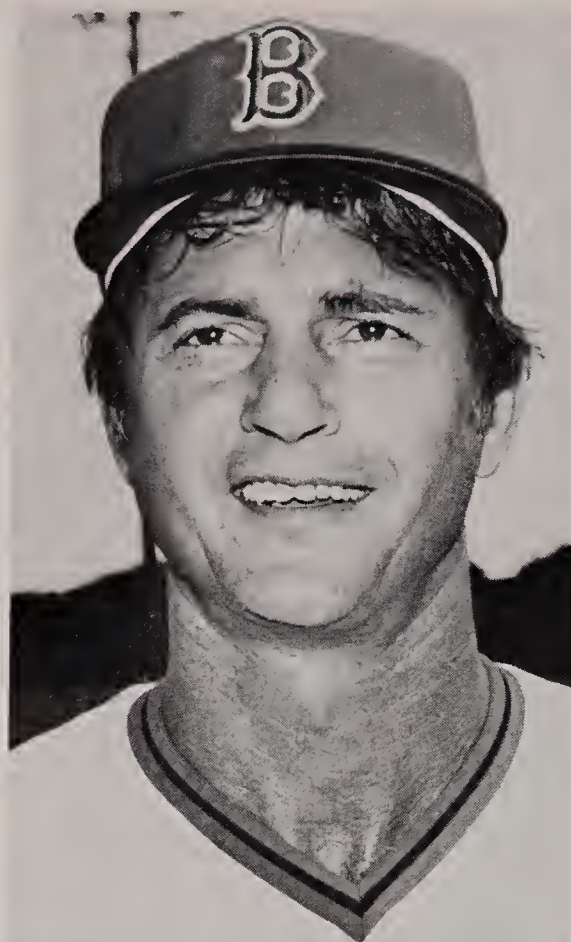


Add friends and serve.



Booth's[®] High & Dry[®] Gin

90 PROOF, 100% GRAIN NEUTRAL SPIRITS, BOOTH'S DISTILLERY (U.S.A.), LINDEN, N.J. ©1975



"Yaz" a three-time winner

Cleveland. The brilliant Minnesota—Twin first baseman, Rod Carew has won five batting titles. When Rod won the title in 1972 without hitting a homer he became the only A.L. champ to fail to homer the year he won.

Four other second sacker title holders illustrate the great diversity of men who have won an American League batting crown. Hall of Famer Charlie Gehringer and Buddy Myer were lifetime .300 hitters; while George Stirnweiss and Bobby Avila had respective lifetime averages of .268 and .281.

An outfielder has been the best hitter in the league 49 times with Ty Cobb's twelve leading all others. Ty hit over .400 three times and won the triple crown once. Ted Williams topped the league six times, had two triple crowns, and his .406 mark in 1941 is the last time anyone has hit over .400.

Harry Heilmann, a teammate of Cobb's, won the title four times surpassing the .400 mark once. Both Carl Yastrzemski and Tony Oliva

Billy Goodman was not even a regular when he topped the league in hitting in 1950. With the powerful Red Sox, Billy played all infield and outfield positions; yet managed enough times at bat to win. No catcher has ever won an American League batting title!

Detroit has won 26 with eight different players, both a record. Boston is next with fourteen crowns by six different men. Oakland, Milwaukee and Texas have never won.

The American League batting king comes in all varieties of hitters. He ranges from Ty Cobb's string of 12 to Norm Cash's sole venture over the three hundred mark that brought him a title. Home run hitter Babe Ruth could win but one title; while Rod Carew has taken five. Career averages range from Cobb's all-time high of .367 to Stirnweiss's .268. There is just no composite picture of a batting king so each year the crown is up for all comers.

RED SOX BATTING CHAMPIONS

Year	Player	Ave.	Year	Player	Ave.
1932	Dale Alexander	.367	1950	Billy Goodman	.354
(inc. 23 games Detroit)					
1938	Jimmy Foxx	.349	1957	Ted Williams	.388
1941	Ted Williams	.406	1958	Ted Williams	.328
1942	Ted Williams	.356	1960	Pete Runnels	.320
1947	Ted Williams	.343	1962	Pete Runnels	.326
1948	Ted Williams	.369	1963	Carl Yastrzemski	.321
			1967	Carl Yastrzemski	.326
			1968	Carl Yastrzemski	.301

RED SOX HOME RUN CHAMPIONS

Year	Player	HRs	Year	Player	HRs
1903	Buck Freeman	13	1942	Ted Williams	36
1910	Jake Stahl	10	1947	Ted Williams	32
1918	Babe Ruth	11	1949	Ted Williams	43
	Tilly Walker (Phila.)		1965	Tony Conigliaro	32
1919	Babe Ruth	29	1967	Carl Yastrzemski	44
1939	Jimmy Foxx	35		Harmon Killebrew (Minn.)	
1941	Ted Williams	37			

RED SOX RUNS BATTED IN CHAMPIONS

Year	Player	RBIs	Year	Player	RBIs
1919	Babe Ruth	112	1955	Jackie Jensen	116
1938	Jimmy Foxx	175		Ray Boone (Det.)	
1939	Ted Williams	145	1958	Jackie Jensen	122
1942	Ted Williams	137	1959	Jackie Jensen	112
1947	Ted Williams	114	1963	Dick Stuart	118
1949	Ted Williams	159	1967	Carl Yastrzemski	121
	Vern Stephens		1968	Ken Harrelson	109
1950	Walt Dropo	144			
	Vern Stephens				

RED SOX CAREER STOLEN BASE LEADERS

Hooper	300	J. Collins	125
Speaker	266	Harper	107
Yastrzemski	150	Werber	107
C. Wagner	141	C. Stahl	105
Gardner	134	D. DiMaggio	100
Parent	129		

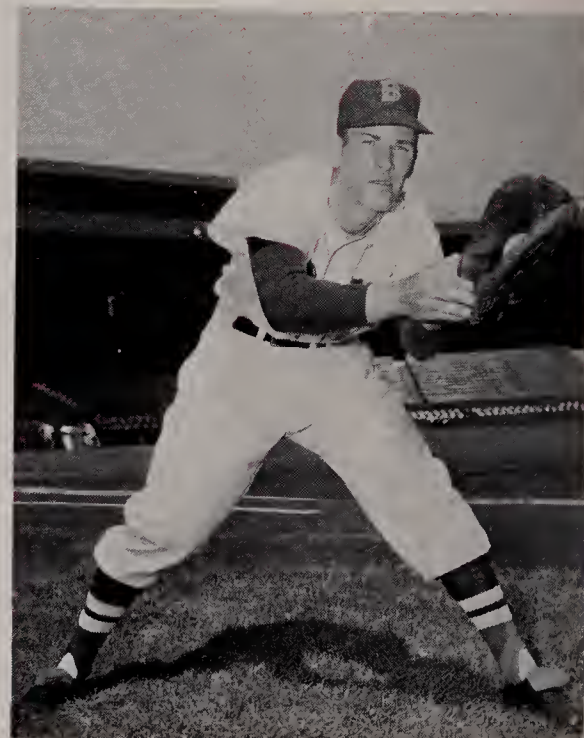
Fonseca, a 12 year man with a career average of .316, was a pioneer in the development of motion pictures to study the art of batting. A masterful hitting instructor, Lou recently discussed some of his theories.

"I never tried to pull or go for the long ball," he said. "I just concentrated on hitting the ball back at the pitcher and through the mound. I felt if I made good contact the hits would fall where they may. Another thing, I never worried about being hit. I just felt that they could not hit me with the ball and never thought about it while at bat."

Second baseman Larry Lajoie of the Athletics was the first A.L. champ and set the still existing record of .422. A triple crown winner, Larry won two more titles while playing for

have been three time winners. Yaz won the triple crown in 1967 and then the following season established the all time low for a batting king, .301. Tony became the first rookie to win the title when he was the top hitter in 1964. Two of baseball's greatest right hand hitters, Al Simmons and Joe DiMaggio, won twice.

Other outfielders to win batting crowns have been Ed Delahanty (the sole player to lead both leagues), Elmer Flick, George Stone, Tris Speaker, Heinie Manush, Goose Goslin, Al Kaline (at 20 the youngest to win), Mickey Mantle (the only switch-hitter), Harvey Kuenn, Alex Johnson and Frank Robinson. Robinson, the present Indian manager, has won a triple crown and is the lone man to have been voted the MVP in both leagues.



Versatile Billy Goodman

EVENING WATCH, CAPE OF GOOD HOPE.

The first man to round it was Portuguese—Bartholomeu Dias in 1488, probing past Africa for a sea route to the Indies. He weathered its storms, then landed to give it its name. Cabo da Boa Esperança—Cape of Good Hope.

Today's sailor may round the Cape in a guided missile cruiser or a nuclear submarine. But the feel of history is still there. It makes his job more than a job. It makes it an adventure.

If you're a young man who's through high school—or will be soon—check into the Navy. If you qualify, we can send you to school in any of over 60 career fields. You'll travel, make new friends, get thirty days' vacation with pay.

Navy recruiters have all the details. Talk to one or call us at 800-841-8000 toll free. (In Boston, 617-223-6210.) Adventure is still around. You just have to know where to look for it.

Capt. E. A. Tansey, U.S. Navy
NAVY RECRUITING DISTRICT BOSTON
575 Technology Square, Cambridge, MA 02139

- ☐ Send me more information on Navy opportunities. (G)
☐ Call me. (G)

NAME _____
First (Please Print) Last

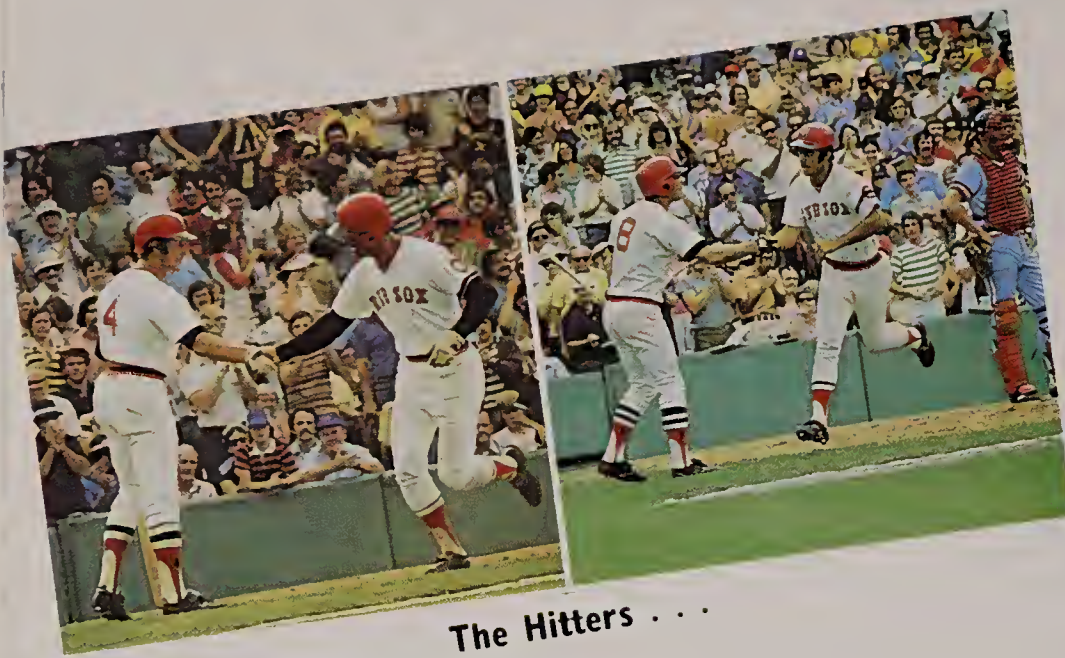
ADDRESS _____

CITY _____ STATE _____ ZIP _____

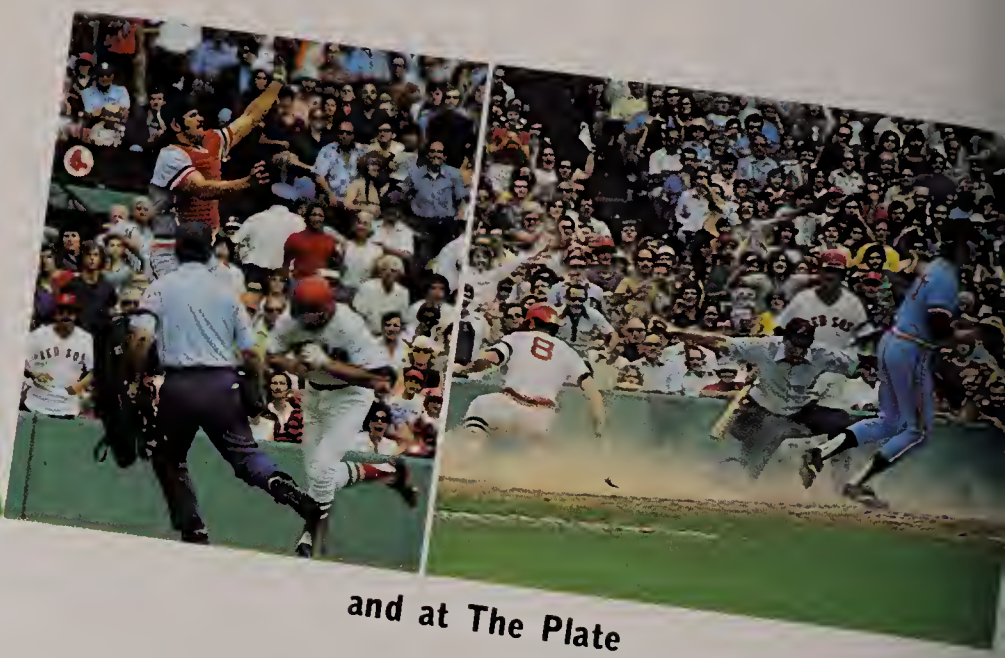
BIRTH DATE _____ Last Grade Completed _____

PHONE _____
(Area Code)

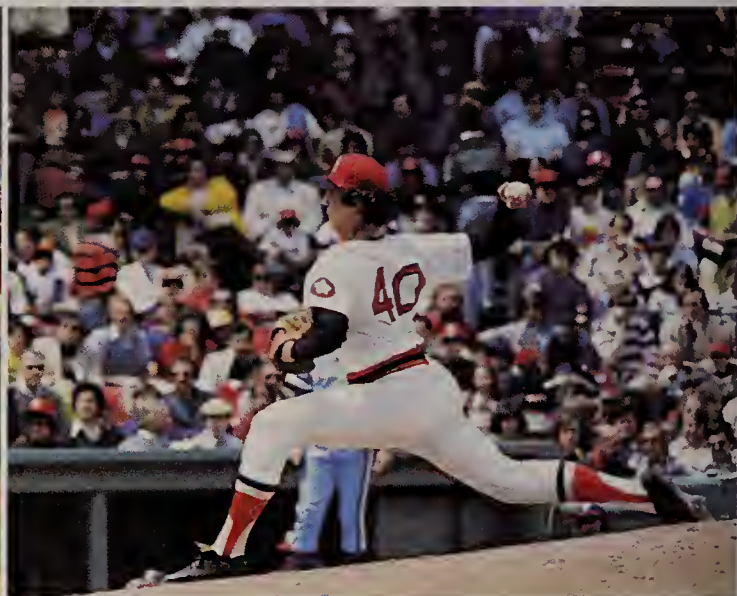
NAVY. IT'S NOT JUST A JOB, IT'S AN ADVENTURE.



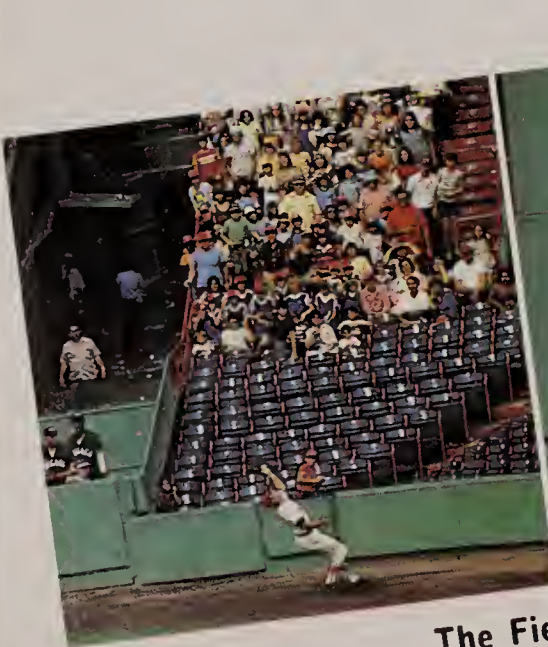
The Hitters . . .



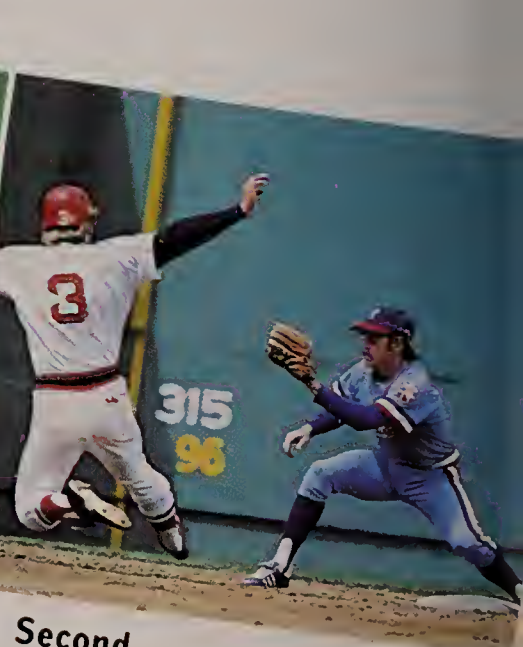
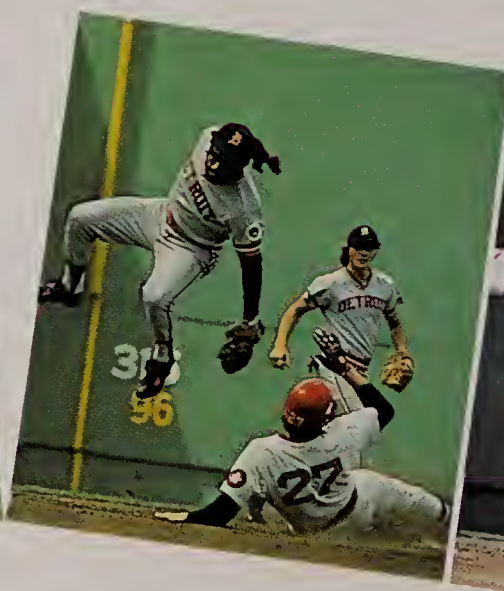
and at The Plate



The Pitchers



The Fielders . . .



and at Second

Anything more and it would be too complicated. Anything less and it wouldn't be a Panasonic.

Introducing Systems 2000™ from Panasonic. A new kind of compact stereo system that's more sophisticated than the usual compact system. Yet very easy to live with.

The styling is lean, low and European. So it doesn't fill your room with equipment.

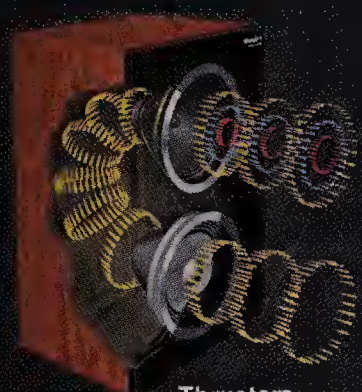
But it does fill your room with sound. Because all three models come complete with Thrusters™. Panasonic's newest and most exciting speakers. With a 6½" woofer and a 2½" tweeter for full range sound. Plus an extra speaker cone (our engineers call it "vibra-cone"). For a powerful thrust of bass. So important in today's music.

And each Panasonic Systems 2000 has the kind of power you need to hear all the music. *10 watts per channel. Minimum RMS into 8 ohms from 100 Hz to 20kHz with no more than 5% total harmonic distortion.* Try to find that kind of performance in the usual compact receiver.

All three Systems 2000, starting with the SE-2600, bring you superb FM/AM/FM stereo listening. As well as a deluxe 11" record changer with magnetic cartridge. And for tape buffs, the SE-2650 adds a sophisticated built-in stereo cassette player/recorder. And the SE-2680 adds an advanced stereo 8 track player/recorder.

Get Systems 2000. And get all of the sound. But none of the complications.

The Panasonic SE-2650
FM/AM/FM stereo
receiver with built-in
cassette player/recorder.
11" automatic record
changer. And Thrusters
2-way speakers featuring
a 6½" woofer and 6½"
"vibra-cone."
And all cabinetry is
simulated wood grain.



Thrusters.

An extra speaker cone for a powerful thrust of bass.



Systems 2000
Panasonic
just slightly ahead of our time.



The brewers of consistently great-tasting Schaefer are again proud to sponsor another season of Boston Red Sox baseball. This major Schaefer Circle of Sports presentation offers Boston baseball fans a consistently great combination, the Red Sox & Schaefer.

Schaefer consistency starts with country

pure water heading for the Schaefer Brewery in Lehigh Valley. There, every Schaefer is Kraeusen-Brewed, brewed twice, for a smooth, crisp, consistently great taste. Schaefer consistency. Put it to the test.

You'll find your last one tastes as good as your first.

Schaefer: your last one tastes as good as your first.

(Schaefer Beer is available at all concession stands.)





Ted returned for the Jimmy Fund game



Red Sox Father, Son, Daughter game

FUN AT FENWAY



PITCH, HIT & RUN PROGRAM

Youngsters participating in Major League Baseball's Pitch, Hit & Run youth competition, sponsored by Thom McAn in association with the National Recreation and Park Association (NRPA) can win trophies such as Joseph Flynn of South Boston, Mass. did last year in New England. Official 1977 registration takes place at all Thom McAn stores and participating dealers and runs from April 6 through May 22.



© Lorillard, U.S.A., 1977

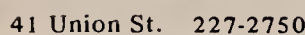
Six hits in a row!



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kent: 17 mg. "tar," 1.0 mg. nicotine; Old Gold: 17 mg. "tar," 1.1 mg. nicotine; Newport: 18 mg. "tar," 1.2 mg. nicotine; True: 5 mg. "tar," 0.4 mg. nicotine; Max: 17 mg. "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Dec. 1976. Kent Golden Lights: 8 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC method.

OGDEN SECURITY, INC.



ANDERSON-COFFEY
COMPANY
INCORPORATED

25 FOTTLER ROAD
HINGHAM, MASS. 02043
749-5284

Electrical Systems

FREDERICK P. COFFEY
PHILIP R. RICCI

APRIL On This Date in Red Sox History

Researched by Edward H. Walton, SABR

Researched by Edward H. Walton, SABR

3	Felix Mantilla traded to Houston for future Red Sox manager Eddie Kasko, 1966.	4	Hall of Famer Tris Speaker born 1888.	5	Bill Dinneen, who pitched 156 complete games for the Sox, born 1876.	6	Carlton Fisk had two homeruns; Orlando Cepeda became first Red Sox designated hitter, as Sox bombed the Yankees 15 to 5, 1973.	7	Red Sox All Time second baseman Bobby Doerr born 1918.	8	Tony C's 12th inning homerun in 1969 defeated Baltimore 5 to 4, in his dramatic return after being beaned in 1967.	9	1912 - in first game ever at Fenway Park, Red Sox defeated Harvard University in a snow storm.
10	1948 - Ted Williams arrived in Boston after appendicitis attack in New Orleans.	11	1962 - Carroll Hardy's 12th inning grand slam beat Cleveland, 4 to 0.	12	1916 - Tris Speaker traded to Cleveland for pitcher Sam Jones, infielder Fred Thomas and \$50,000.	13	1972 - first major league players strike ends. Red Sox announce opening on April 15th, losing seven games.	14	1908 - Boston American League team played their first game with new name Red Sox vs. Washington at Washington.	15	1972 - Red Sox finally open season in Detroit, after losing seven games because of players strike. Eventually lose pennant to Tigers by one-half game.	16	Catcher Bob Montgomery born 1944.
17	1934 - first game in rebuilt Fenway Park. Sox lose to Washington 6 to 5.	18	All Time Red Sox great outfielder "Duffy" Lewis born 1888.	19	Outfielder Rick Miller born 1948; 1945 - Joe Cronin retires as an active player, after breaking his leg; 1969 - Ken Harrelson traded to Cleveland.	20	1912 - first American League game at Fenway Park ... Red Sox defeat Yankees 7 to 6 in eleven innings; 1933 - Tom Yawkey completes deal to purchase the Red Sox.	21	1939 - Ted Williams plays first game at Fenway Park.	22	1946 - Eddie Pellagrini hits a homerun in first major league at bat, but Johnny Pesky is beaned by Washington pitcher Sid Hudson.	23	1939 - Ted Williams hits his first major league homerun.
24	Hall of Famer Harry Hooper born 1895.	25	1946 - Red Sox begin 15 game winning streak by beating the Yankees 12 to 5 and start pennant rush.	26	1901 - Boston American League team play their first official game and lose to Baltimore 10 to 6.	27	1968 - Orioles Tom Phoebus pitches 6-0 no hitter vs. Red Sox, last rival pitcher to do it.	28	1929 - first Sunday game ever played at Fenway Park. Sox lose to Philadelphia 7 to 3.	29	Pitcher Tom House born 1948; shortstop Rick Burleson born 1951; Ted Williams hit his 200th homerun in Philadelphia in 1948.	30	1974 - Doug Griffin beaned by Nolan Ryan and is sidelined two months.

1	1955 - In a doubleheader in Cleveland, Herb Score struck out 16 Red Sox in one game and Sammy White got the only hit in game two.	2	Hall of Famer and Red Sox general manager Eddie Collins born 1887.	3	1946 - Red Sox announce lights will be installed at Fenway Park for first night games in 1947.	4	1946 - Johnny Pesky finished a string of 11 straight hits in two days.	5	Cy Young pitched a perfect game to beat Philadelphia 3 to 0, 1904.	6	1915 - Babe Ruth hit his first major league homerun off Jack Warhop in New York.	7	1946 - Leon Culbertson's 14th inning grand slam beats St. Louis Browns 10 to 6.
8	1901 - Boston's first home opener at Huntington Avenue Grounds, winning 12 to 4 over Philadelphia.	9	1918 - Pitcher Babe Ruth hits three doubles, a triple and a single.	10	1946 - Red Sox win 15th straight game at New York, 5 to 4, before 64,183.	11	1904 - Cy Young completes 23 hitless innings.	12	1961 - Bill Monbouquette set Red Sox record with 17 strikeouts vs. Senators at Washington.	13	1950 - Catcher Birdie Tebbetts plays in his 1000th American League game.	14	1967 - Red Sox and Tigers combine for 28 long hits. Boston has 16. Detroit has 12.
15	1951 - Ted Williams hits the 300th homerun of his career.	16	1970 - Yaz homers over center field wall to right of flag pole.	17	1971 - Luis Tiant signs with Red Sox after release from Atlanta.	18	1976 - Yaz passes Ted Williams in most games played for Red Sox.	19	1946 - Third baseman Mike Higgins purchased from Detroit.	20	1976 - Yaz hits two homeruns at Yankee Stadium making it five homeruns in two games, after three the day before in Detroit.	21	1967 - George Scott booms a homerun over the Red Sox bullpen, a rare feat for a righthanded batter.
22	1958 - Ted Williams hits his 16th major league grand slam at Fenway vs. Kansas City. Coach Walt Hriniak born 1943.	23	1948 - Reggie Cleveland born.	24	1906 - Red Sox lose 20th consecutive game, 19 of them at Huntington Avenue.	25	1975 - Yaz dramatically covers home plate with dirt to express his displeasure with a called strike and is thrown out of the game for one of the rare times in his career.	26	1914 - George Foster completes 42 innings of pitching shutout ball, second only to Cy Young in Red Sox records.	27	1955 - Norm Zauchin has three homeruns and 10 RBIs as Red Sox beat Washington 16 to 0 behind Tom Brewer.	28	1929 - first Sunday game at Fenway Park when Red Sox lose to Philadelphia 7 to 3.
29	1969 - Rico Petrocelli sets new Red Sox record at shortstop with 45th consecutive errorless game.	30	1938 - With 81,841 fans at Yankee Stadium, Joe Cronin of Red Sox and Jake Powell of Yankees had a real brawl. 1959 - Ted Williams became a 20 year veteran.	31	1969 - Rico Petrocelli's errorless string at shortstop ends at 48 games.								

Researched by Edward H. Walton, SABR

Now Serving Fenway Park

Fenway Painters

PAINTERS - DECORATORS
AIR - SPRAYING

Kenneth B. Smith
292 West St.
Reading, Mass.
Tel. 944-4581

John J. Smith
20 R. Marion St.
Wilmington, Mass.
Tel. 657-7753

General Maintenance Corp.

Professional Housekeepers
to Industry

Serving Office Buildings
Stadiums and the
Boston Red Sox

129 Border St., East Boston

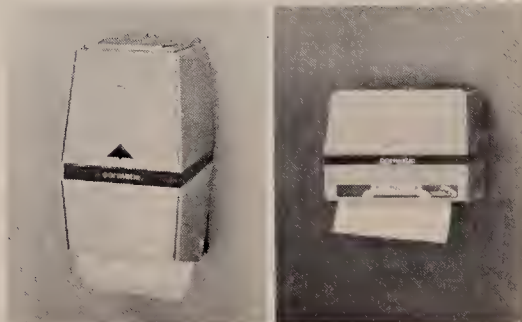
569-9000

Bob Shulman



banner systems inc.

JANITORIAL SUPPLIES



50 Rose Street
P. O. Box 60
Stoughton, Mass. 02072
1-617-344-1190
1-617-361-6199

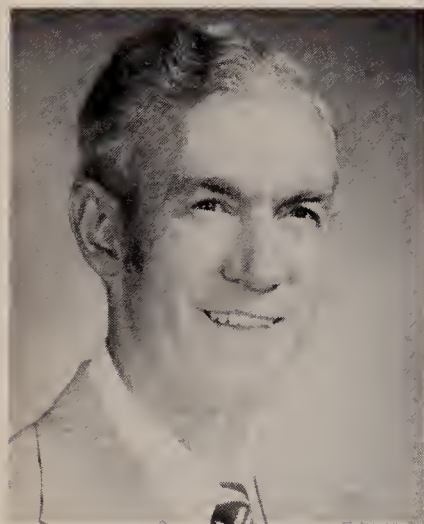
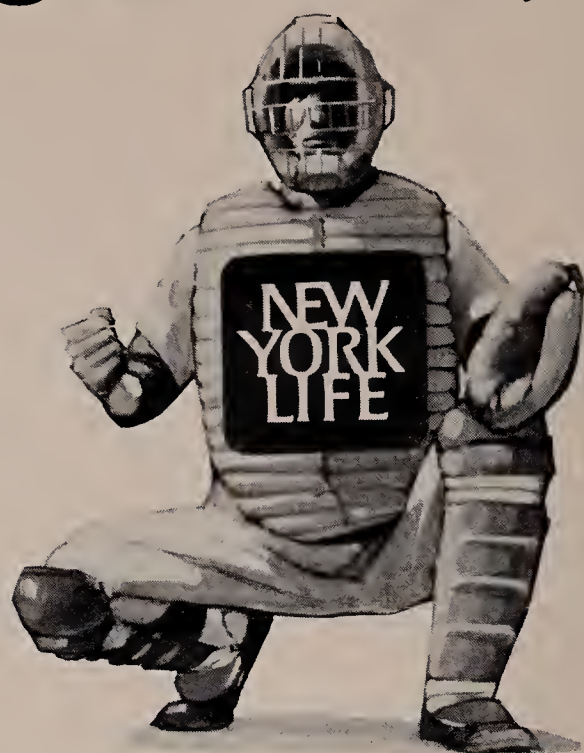
Where the name of the game is life, call New York Life.

In a fast-changing, often unpredictable world, it's good to have some things you and your family can count on. Life insurance—and your New York Life Agent—are two of them.

Carefully chosen, thoroughly trained and experienced, New York Life Agents make a full-time career of guiding families and businesses like yours towards greater financial security through life insurance.

You'll find that they'll make a constant effort to serve you well in every way, to fully live up to the trust you and your family place in them and us.

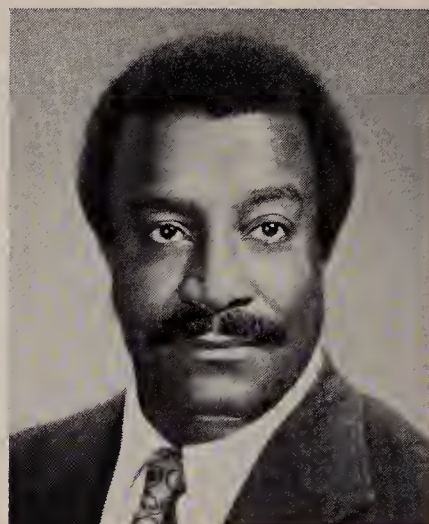
These are among the New York Life Agents serving this community—they're good people to know.



Norman W. Campbell, CLU
245-1100



Richard J. Cawthorne
846-0630



Donald A. Jemmott
540-2300



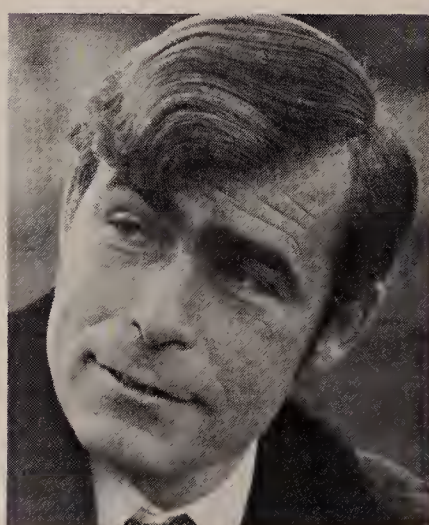
William F. Leisman, III, CLU
723-7550



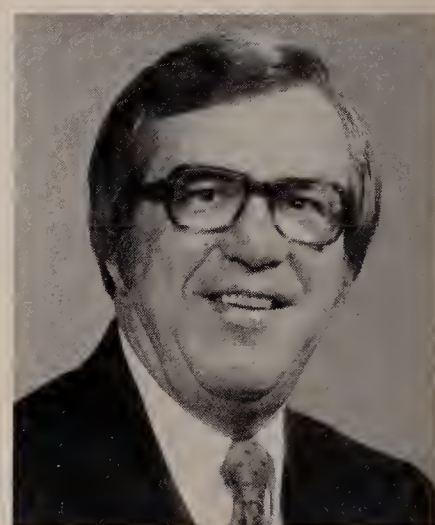
Frank Prescott
237-4900



John J. Rocco, CLU
723-6400



Robert J. Sullivan
837-3222



Robert F. Roy
753-0013

BAY COLONY / Edward F. Jordan, CLU, Gen. Mgr.
Suite 1225 / One Boston Place / Boston, Mass. / 723-7550

BOSTON / William F. Leisman, Jr., CLU, Gen. Mgr.
Suite 850 / Three Center Plaza / Boston, Mass. / 723-6400

COMMONWEALTH / Robert H. Baldi, CLU, Gen. Mgr.
Wellesley Office Park / 40 William Street / Wellesley, Mass. / 237-4900

MAYFLOWER / Michael H. Donahoe, Gen. Mgr.
3 New England Exec. Pk. / Burlington, Mass. / 272-6740

We guarantee tomorrow today.



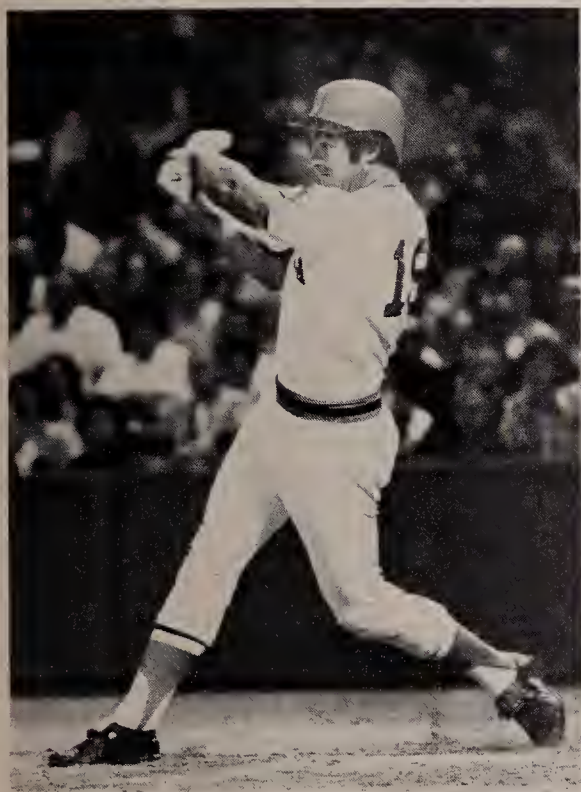
Life, Group and Health Insurance, Annuities, Pension Plans.

Vote Often

(Continued from page 44)

It's high time for an American League comeback in All-Star play, and Red Sox fans can help with their ballots, voting here at Fenway Park on every visit between May 21 and July 4, or obtaining ballots at all retail outlets which handle Gillette Company products. Since 1970, the nationwide computerized election, the largest non-political election in America, has been underwritten by the Boston based Gillette Safety Razor Division.

Let's get out the vote!!!



FRED LYNN ('75, '76)

Red Sox All-Star Game Players

Mike Andrews, second base (1)	1989
Luis Aparicio, shortstop (2)	1971, 72
Gary Bell, pitcher (1)	1968
Eddie Bressoud, shortstop (1)	1964
Tom Brewer, pitcher (1)	1956
Don Bryant, coach (1)	1976
Tony Conigliaro, outfielder (1)	1967
Roger Cramer, outfielder (4)	1937, 38, 39, 40
Joe Cronin, Manager, shortstop (7)	1935, 37, 38, 39, 40*, 41, 47*
Ray Culp, pitcher (1)	1969
Dom DiMaggio, outfielder (7)	1941, 42, 46, 49, 50, 51, 52
Joe Dobson, pitcher (1)	1948
Bob Doerr, second base (9)	1941, 42, 43, 44, 46, 47, 48, 50, 51
Walter Dropo, first base (1)	1950
Rick Ferrell, catcher (4)	1933, 34, 35, 36
Dave Ferriss, pitcher (1)	1946
Lou Finney, outfielder (1)	1940
Carlton Fisk, catcher (4)	1972, 73, 74, 76
Mike Fornieles, pitcher (1)	1961
Jimmy Foxx, third base, first base, outfielder (6)	1936, 37, 38, 39, 40, 41
Billy Goodman, first base (2)	1949, 53
Lefty Grove, pitcher (5)	1935, 36, 37, 38, 39
Ken Harrelson, outfielder (1)	1968
Mickey Harris, pitcher (1)	1946
Tex Hughson, pitcher (3)	1942, 43, 44
Jackie Jensen, outfielder (2)	1955, 58
Bob Johnson, outfielder (1)	1944
Darrell Johnson, Manager (1)	*1976
Oscar Judd, pitcher (1)	1943
George Kell, third base (2)	1952, 53
Bill Lee, pitcher (1)	1973
Jim Lonborg, pitcher (1)	1967
Fred Lynn, outfielder (2)	1975, 76
Frank Malzone, third base (8)	1957, 58, 59, 59, 60, 60, 63, 64
Felix Mantilla, second base (1)	1965
Bill Monbouquette, pitcher (4)	1960, 60, 62, 63
Jerry Moses, catcher (1)	1970
Mel Parnell, pitcher (2)	1949, 50
Johnny Pesky, shortstop, coach (2)	1946, 63
Rico Petrocelli, shortstop (2)	1967, 69
Jimmy Piersall, outfielder (2)	1954, 58
Dick Radatz, pitcher (2)	1963, 64
Pete Runnels, first base (5)	1959, 59, 60, 60, 62
Jose Santiago, pitcher (1)	1968
Don Schwall, pitcher (1)	1961
George Scott, first base (1)	1968
Sonny Siebert, pitcher (1)	1971
Reggie Smith, outfielder (2)	1969, 72
Vern Stephens, shortstop, third base (4)	1948, 49, 50, 51
Frank Sullivan, pitcher (2)	1955, 56
Birdie Tebbetts, catcher (2)	1948, 49
Luis Tiant, pitcher (2)	1974, 76
Mickey Vernon, first base (1)	1956
Hal Wagner, catcher (1)	1946
Sammy White, catcher (1)	1953
Dick Williams, Manager (1)	*1968
Ted Williams, outfielder (18)	1940, 41, 42, 46, 47, 48, 49, 50, 51, 54, 55, 56, 57, 58, 59, 59, 60, 60
Carl Yastrzemski, of-1b (13)	1963, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76
Rudy York, first base (1)	1948

*Manager, American League Team

Blended Scotch Whisky. 86.8 Proof. Imported by Somerset Importers, Ltd., N.Y.

Johnnie Walker Red

In a league by itself.





Fred Lynn Handles A Pitch For Tech Hifi.

"I should point out right away that my ear for music is about as good as my eye for low fastballs. But I'm working on both.

I listen to music before and after games. It's how I relax. That and fishing. But I promised Tech I wouldn't start talking about fish so let's just "cast" that aside. (Maybe I should just leave the humor to Spaceman?)

Anyway, until recently, I had a small stereo set that was left over from my U.S.C. days. Deedee has always been less than impressed with it, and finally she convinced me to start shopping around for something better.

That's why we went into Tech Hifi.

Tech Hifi impressed us with their professionalism. They were serious about stereo equipment, and took the time to explain everything we wanted to know. No hustling salespeople there, just people who enjoy talking about hifi — and know what they're talking about.

If you want to own a good music system, and you want to buy it from a dependable place, go to Tech Hifi. And the next time you go to Fenway Park, how about praying for high fastballs?"

When Fred and Deedee heard this music system at Tech Hifi, they knew it was the one for them. The system features the exciting new Pioneer SX-550 am/fm stereo receiver (Fred likes the power, Deedee the great FM reception), two famous KLH 103 acoustic-suspension loudspeakers, and a high performance Philips GA 427 auto-return turntable with a fine Audiotechnica AT100E Dual Magnet cartridge... all for only \$599.

PIONEER  **Philips audio-technica**

tech hifi

CAMBRIDGE, Harvard Sq. 38 Boylston St., in the Garage
CAMBRIDGE 182 Massachusetts Ave., at M.I.T.
BROOKLINE 870 Commonwealth Ave., across from B.U.
BOSTON, Back Bay 240A Newbury St., near the Pru.
QUINCY 464 Washington St., corner of So. Artery

HANOVER, Hanover Plaza (Rts. 53 & 139)
BROCKTON 375 No. Montello St. (Rt. 28)
STONEHAM 352 Main Street
DEDHAM 850 Providence Hgwy. (Route 1, Northbound)
WALTHAM, "The Bargain Center" 667 Main St.

FRAMINGHAM 50 Worcester Hgwy. (Rt. 9, East)
WORCESTER 279 Main Street
SAUGUS Rt. 1, Northbound, Augustine's Plaza
NASHUA, N.H. Nashua Mall Extension
HANOVER, N.H. 35 South Main St.

THE SERVICE CENTER: Servicing most major brands of stereo equipment, **870 Commonwealth Ave.**

TECH HIFI STORES are also in Rhode Island, Connecticut, Vermont, New York, New Jersey, Pennsylvania, Ohio and Michigan.

Paul Jerry Don Zimmer Gerald Spencer Ed Ford Rich Miller Bud Lynn

AUTOGRAPH GALLERY

AUTOGRAPH GALLERY

OF THE

1977 BOSTON RED SOX

BO Viaz
 Reggie Cleveland
 Luis Tiant
 Ramon Aviles
 Steve Dillard
 Johnny Pesky
 Bill Campbell
 Jack Bale
 Bob Stanley
 Ted Cox
 Tony Griffing
 Carlton Fisk
 Al Gipeley
 Mott
 Moret & Mery
 Jim Denton
 Jim Wright
 Jim Willoughby
 Ed Loz
 Tom Murphy
 Rico Petrocelli
 Walt Hriniak
 Dave Wright
 Don Case
 Andy Murchaw
 Rick Rose

Taste the taste of Old French Canada.

Go ahead. Have a sip of the one premium Canadian whisky distilled, aged and bottled *only* in French Canada. Taste our O.F.C.

When you do, you'll find our Gallic heritage of attention to detail and good judgment has fathered something very special.

Under our watchful eyes, O.F.C. is distilled, then aged in hand-charred oak for an extraordinary eight years.

It is blended at its peak, achieving prime smoothness and the rich, full flavor characteristic



of the best Canadians.

Then, unlike many other Canadians, O.F.C. is bottled where it's blended—right here in Québec. (Chalk that up to our French pride.)

So that's why we stand by the fine whisky our three initials stand for. And why we wouldn't stand for less.

O.F.C. means
Old French Canadian
8 Year Old Whisky



Lac St-Francois, Valleyfield, Québec.

86.8 PROOF. DISTILLED, AGED AND BOTTLED AT CANADIAN SCHENLEY DISTILLERIES, LTD.
VALLEYFIELD, PROVINCE DE QUÉBEC, CANADA.

Baseball Hall of Fame

As the jingle suggests, nothing is as American as baseball, hot dogs and apple pie. And for the real baseball fan, nothing is more thrilling than a visit to the National Baseball Hall of Fame and Museum.

"Baseball's Mount Rushmore" is the way someone once described the diamond shrine in Cooperstown, N.Y. Like the famed sculptings of the Black Hills of South Dakota, it has a grandeur and appeal that attract visitors from all corners of the continent—and even from abroad.

To baseball buffs, a tour of the Hall of Fame and Museum is something akin to visiting Shangri-La. Nowhere can one learn more about the game's heritage—how it all began, who developed it, who its stars were and are — than at the Cooperstown Pantheon.

From the moment a person enters the four-story structure, he is engulfed by artifacts of the great names and great moments in diamond history. Many visitors spend three or four hours enjoying the mementoes. Some have been known to remain for an entire day, so tremendous and fascinating is the collection of memorabilia.

Objects on display range from the days of the Civil War — and earlier—to the present. The oldest item is an odd-looking, homemade

baseball that some believe was used by Abner Doubleday, who supposedly invented baseball in Cooperstown in 1839. By contrast, even as you are reading this piece, the Museum staff may be arranging to obtain an historic object of the current season.

For example, last year the first ball thrown out at the opening of "new" Yankee Stadium was on exhibit at the Baseball Hall of Fame a few days later. Similarly the bat that Mike Schmidt used while hitting a record-tying four consecutive home runs at Chicago's Wrigley Field went on display in Cooperstown shortly after the Philadelphia Phillie slugger accomplished the remarkable feat.

Other historic objects of the 1976 season could be seen at the Baseball Museum soon after the event in which they were involved. They included baseballs autographed at last summer's All-Star Game by President Gerald Ford and the rival catchers, Thurman Munson and Johnnnny Bench, and also the caps worn by Larry Dierker, John Candelaria and John Montefusco during their no-hitters last year.

Many other items of significance and of interest to fans were added to the Cooperstown shrine's collection during the past year. Among them were a duplicate of the Commissioner's Trophy, which is awarded each year to the winning team in the World Series; one of the Cincinnati Reds' world championship rings, a baseball from the last game that Connie Mack managed back in 1950, and two beautiful paintings—"The Mighty Babe" (Ruth's 1932 World Series homer) and "The Record Breaker" (Hank Aaron's 715th homer) — that Robert Thom created last year in connection with the Most Memorable Moments contest.

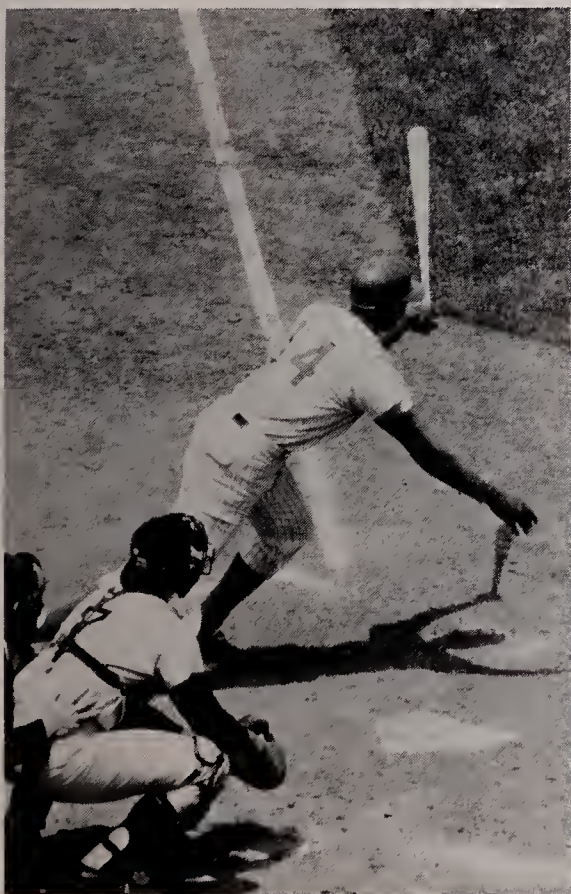
The blending of past and present gives the Shrine a distinctive touch. All visitors are captivated by the Babe Ruth Room. Even most youngsters seem to know about the Bambino. They thrill to the opportunity to see his Yankee Stadium locker, the uniform, bats and glove he used and the many other mementoes and pictures of his career—plus the chance to listen to a recording of his voice.

At the same time, the "Baseball Today" Room has a special fascination. It contains separate displays on

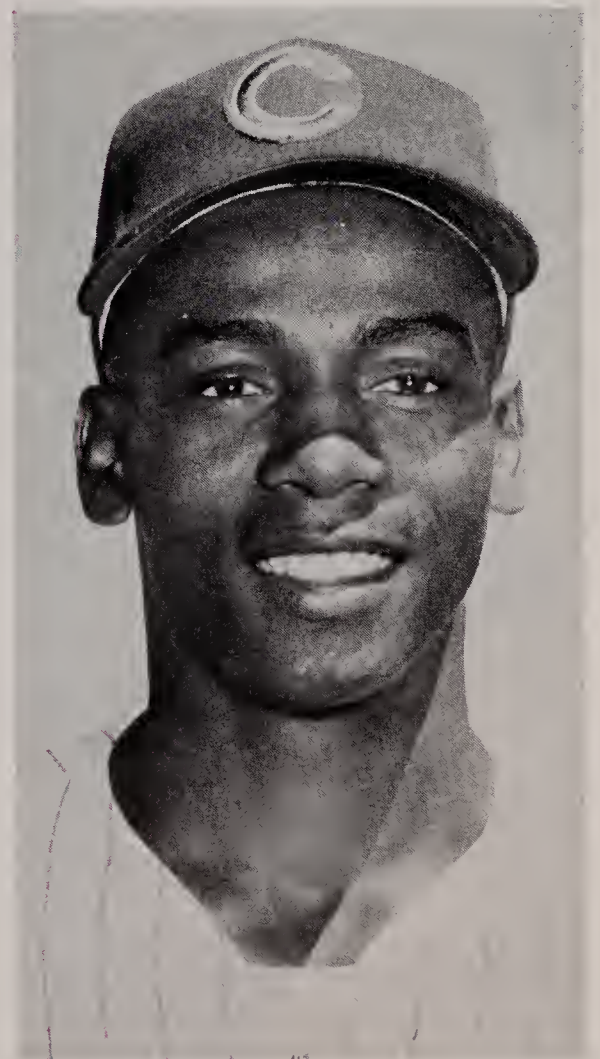
all 26 major league teams, including the two new expansion teams, the Seattle Mariners and Toronto Blue Jays. In addition, there are individual exhibits on numerous contemporary stars such as Schmidt, Pete Rose, Nolan Ryan and others.

The majestic Hall of Fame Room likewise enthralls fans. Here can be seen the handsome bronze plaques of the 160 Hall of Fame members. Other areas of special interest include the U.S. Presidents Room, the Records Room, the Hank Aaron display, the Negro Leagues exhibit and the memorabilia of Hall of Fame members.

For many, a high spot of their visit comes while watching the baseball movies that are shown daily. The hilarious Abbott and Costello "Who's on First" spoof delights audiences, and the films of World Series, All-Star Games and other great moments that are shown regularly also have proved to be big hits. The game's shrine is open seven days a week the year round except for Thanksgiving, Christmas and New Year's Day.



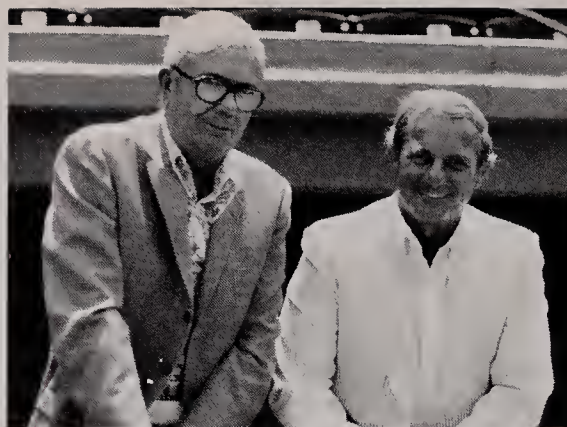
Another homer for Ernie Banks



ERNIE BANKS—newly elected to the Hall of Fame

Red Sox on Radio

For the fourth consecutive year, the outstanding play by play team of Ned Martin and Jim Woods, describe all Red Sox action, home and away. WMEX, 1510, is again the flagship station for Red Sox baseball, feeding all games to one of the largest networks in the country, now numbering 71 stations. Along with WMEX, all Red Sox night games are simulcast over WWEL-FM, 108, Medford, Mass.



JIM WOODS and NED MARTIN

MASSACHUSETTS

	Call Letters	Dial Position
Boston (Originating Station)	WMEX	1510
Greenfield	WHA1	1240
Orange	WCAT	1390
New Bedford	WNBH	1340
North Adams	WMNB	1230
Northampton	WHMP	1400
Pittsfield	WBRK	1340
Ware	WARE	1250
Worcester	WTAG	580
West.Yarmouth	WOCB-FM	94.9
Fitchburg	WEIM	1280
Great Barrington	WSBS	860
Springfield	WNUS	1490
Medford	WWEL-FM	107.9

MAINE

	Call Letters	Dial Position
Augusta	WFAU	1340
Bangor	WLBZ	620
Belfast	WBME	1230
Biddeford	WIDE	1400
Calais	WQDY	1230
Ellsworth	WDEA	1370
Framingham	WKTJ	1380
Houlton	WHOU	1340
Lincoln	WLKN	1450
Lewiston	WLAM	1470
Machias	WMCS	1400
Millinocket	WMKR	1240
Portland	WGAN	560
Presque Isle	WAGM	950
Rockland	WRKD	1450
Rumford	WRUM	790
South Paris	WKTQ	1450
Waterville	WTVL	1490

NEW HAMPSHIRE

	Call Letters	Dial Position
Berlin	WMOU	1230
Claremont	WTSV	1230
Franklin	WFTN	1240
Hanover	WTSL	1400
Keene	WKNE	1290
Laconia	WEMJ	1490
Lebanon	WTSL	1400
Manchester	WGIR	610
Portsmouth	WBBX	1380

VERMONT

	Call Letters	Dial Position
Brattleboro	WTSA	1450
Burlington	WJOY	1230
Middlebury	WFAD	1490
Newport	WIKE	1490
Rutland	WSYB	1380
St. Johnsbury	WTWN	1340
Waterbury	WDEV	550

CONNECTICUT

	Call Letters	Dial Position
Hartford	WTIC	1080
Putnam	WINY	1350
New Haven	WNHC	1340

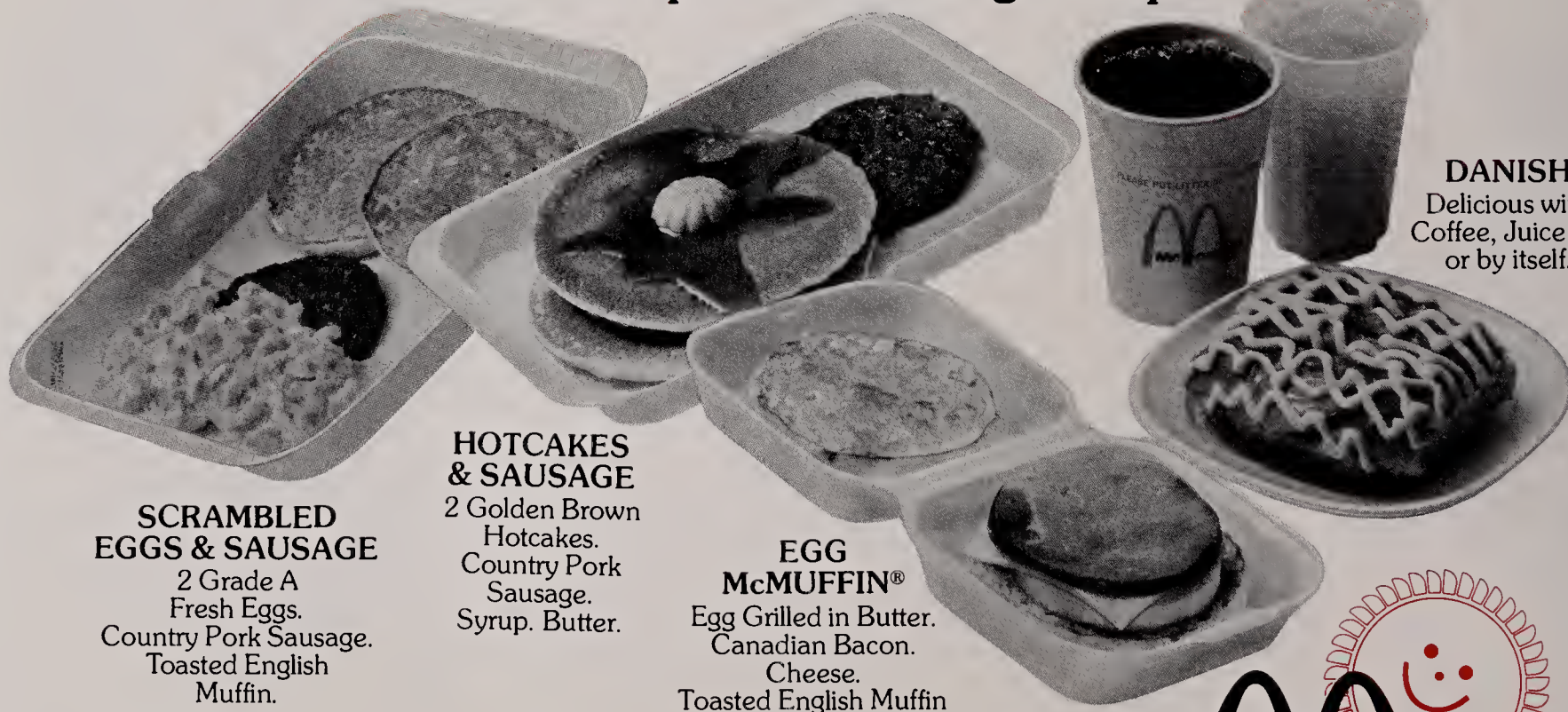
RHODE ISLAND

	Call Letters	Dial Position
Westerly	WERI	1230
Woonsocket	WWON	1240
Providence	WJAR	920

54 Stations including WMEX on Red Sox Radio Network

Before the game, team up with McDonald's® for breakfast.

Here's the pennant-winning line-up:



SCRAMBLED EGGS & SAUSAGE

2 Grade A Fresh Eggs.
Country Pork Sausage.
Toasted English Muffin.

HOTCAKES & SAUSAGE

2 Golden Brown Hotcakes.
Country Pork Sausage.
Syrup. Butter.

EGG McMUFFIN®

Egg Grilled in Butter.
Canadian Bacon.
Cheese.
Toasted English Muffin

DANISH
Delicious with Coffee, Juice . . . or by itself.

We do it all for you®
At participating McDonald's® Restaurants.



Red Sox on TV

Dick Stockton and Ken Harrelson team up for their third year telecasting some 99 Red Sox games through WSBK-TV, Channel 38 in Boston and feeding a New England-wide network. Stockton, heard frequently on network telecasts of football and basketball, and "The Hawk", one of the most popular Red Sox players of recent years, have become an interesting and informative team in the past two seasons.



DICK STOCKTON and KEN HARRELSON

MASSACHUSETTS		Station
Boston	(originating station)	WSBK—Channel 38
Greenfield		WRLP—Channel 32
Springfield		WWLP—Channel 22
New Bedford / Providence		WTEV—Channel 6
MAINE		
Bangor		WVII—Channel 7
Portland		WGAN-TV—Channel 13
VERMONT		
Burlington		WEZF-TV—Channel 22

Home Games in CAPS				Boston Time				Boston Time			
Thursday	April 7	CLEVELAND	2:00 P.M.	Sunday	June 12	TEXAS	2:00 P.M.	Sunday	August 7	Oakland	4:30 P.M.
Saturday	April 9	CLEVELAND	2:00 P.M.	Friday	June 17	NEW YORK	7:30 P.M.	Saturday	August 13	SEATTLE	2:00 P.M.
Sunday	April 10	CLEVELAND	2:00 P.M.	Saturday	June 18	NEW YORK	2:00 P.M.	Sunday	August 14	SEATTLE	2:00 P.M.
Tuesday	April 12	Chicago	2:15 P.M.	Sunday	June 19	NEW YORK	2:00 P.M.	Sunday	August 17	Milwaukee	8:30 P.M.
Wednesday	April 13	Chicago	2:15 P.M.	Tuesday	June 21	Baltimore	7:30 P.M.	Wednesday	August 17	Milwaukee	8:30 P.M.
Saturday	April 16	Cleveland	1:30 P.M.	Wednesday	June 22	Baltimore	7:30 P.M.	Thursday	August 18	Milwaukee	2:30 P.M.
Sunday	April 17	Cleveland (2)	1:00 P.M.	Thursday	June 23	Baltimore	7:30 P.M.	Friday	August 19	Kansas City	8:30 P.M.
Monday	April 18	DETROIT (Hol)	12:00 NOON	Friday	June 24	New York	8:00 P.M.	Saturday	August 20	Kansas City	8:30 P.M.
Friday	April 22	Toronto	1:30 P.M.	Saturday	June 25	New York	2:00 P.M.	Sunday	August 21	Kansas City	2:30 P.M.
Saturday	April 23	oronto	1:30 P.M.	Sunday	June 26	New York	2:00 P.M.	Tuesday	August 23	Minnesota	8:30 P.M.
Sunday	April 24	Toronto	1:30 P.M.	Tuesday	June 28	Detroit	8:00 P.M.	Saturday	August 27	MINNESOTA	2:00 P.M.
Monday	April 25	Toronto	1:30 P.M.	Wednesday	June 29	Detroit	8:00 P.M.	Sunday	August 28	MINNESOTA	2:00 P.M.
Tuesday	April 26	Milwaukee	7:00 P.M.	Thursday	June 30	Detroit	8:00 P.M.	Friday	Sept. 2	Texas	8:35 P.M.
Wednesday	April 27	Milwaukee	7:00 P.M.	Saturday	July 2	BALTIMORE	7:30 P.M.	Saturday	Sept. 3	Texas	8:35 P.M.
Saturday	April 30	OAKLAND	2:00 P.M.	Sunday	July 3	BALTIMORE	2:00 P.M.	Sunday	Sept. 4	Texas	7:00 P.M.
Sunday	May 1	OAKLAND	2:00 P.M.	Monday	July 4	TORONTO (Hol)	2:00 P.M.	Tuesday	Sept. 6	Toronto	7:30 P.M.
Saturday	May 7	CALIFORNIA	2:00 P.M.	Friday	July 8	Milwaukee	8:30 P.M.	Wednesday	Sept. 7	Toronto	7:30 P.M.
Sunday	May 8	CALIFORNIA	2:00 P.M.	Saturday	July 9	Milwaukee	2:30 P.M.	Thursday	Sept. 8	Toronto	7:30 P.M.
Saturday	May 21	MILWAUKEE	2:00 P.M.	Sunday	July 10	Milwaukee (2)	2:00 P.M.	Saturday	Sept. 10	DETROIT	2:00 P.M.
Sunday	May 22	MILWAUKEE (2)	1:30 P.M.	Tuesday	July 12	Cleveland	7:30 P.M.	Sunday	Sept. 11	DETROIT	2:00 P.M.
Tuesday	May 24	New York	8:00 P.M.	Wednesday	July 13	Cleveland	7:30 P.M.	Tuesday	Sept. 13	New York	8:00 P.M.
Saturday	May 28	KANSAS CITY	2:00 P.M.	Thursday	July 14	Cleveland	7:30 P.M.	Wednesday	Sept. 14	New York	8:00 P.M.
Sunday	May 29	KANSAS CITY	2:00 P.M.	Friday	July 15	Chicago	8:30 P.M.	Thursday	Sept. 15	New York	8:00 P.M.
Wednesday	June 1	Texas	8:35 P.M.	Saturday	July 16	Chicago	8:30 P.M.	Friday	Sept. 16	Baltimore	7:30 P.M.
Thursday	June 2	Texas	8:35 P.M.	Sunday	July 17	Chicago	2:15 P.M.	Saturday	Sept. 17	Baltimore	7:30 P.M.
Friday	June 3	Minnesota	8:30 P.M.	Saturday	July 23	CLEVELAND	2:00 P.M.	Sunday	Sept. 18	Baltimore	2:00 P.M.
Saturday	June 4	Minnesota	2:15 P.M.	Sunday	July 24	CHICAGO	2:00 P.M.	Friday	Sept. 23	Detroit	8:00 P.M.
Sunday	June 5	Minnesota	2:15 P.M.	Friday	July 29	California	10:30 P.M.	Saturday	Sept. 24	Detroit	2:15 P.M.
Tuesday	June 7	Kansas City	8:30 P.M.	Saturday	July 30	California	10:30 P.M.	Sunday	Sept. 25	Detroit	1:30 P.M.
Saturday	June 11	TEXAS	2:00 P.M.	Sunday	July 31	California	4:00 P.M.	Saturday	October 1	BALTIMORE	2:00 P.M.
				Wednesday	August 3	Seattle	10:35 P.M.	Sunday	October 2	BALTIMORE	2:00 P.M.
				Saturday	August 6	Oakland	4:30 P.M.				

Cool
in the
Clutch.

Now at Fenway and
throughout New England.
Another quality product of
West Lynn Creamery



**This Program Printed
by
SULLIVAN BROS.
Printers**

Main Office and Plant:
95 Bridge St., Lowell, Mass.
Tel. 617-458-6333

Auxiliary Plants

Boston, Camden, N.J., Jamaica, N.Y.,
Louisville, Ky., Miami, Oceanport, N.J., Philadelphia
Saratoga, N.Y., Westbury, L.I., N.Y.



LAKEVILLE BASEBALL CAMP, INC.

Lakeville, Mass. 02346

Phone (617) 947-0726

EXCELLENT FACILITIES

Outstanding professional staff in all programs

BASEBALL—Internationally Famous. Boys 8-18. Play equivalent of 3 baseball seasons in one, excellent instruction by famous pros, visits by baseball notables.

UMPIRE SCHOOL—Boys 15-22. 3 three-week sessions. Learn a fun trade to earn extra money.

TENNIS CLINICS—In our new indoor tennis complex. Teaching pros, daily instruction, supervised practice. Limited enrollment.

Write:

B.J. CASSIDY, Dept. RS, Lakeville, Mass. 02346

**Supreme Three
Restaurant**

"Where Everything is Still Homemade"

For a meal or a snack
before or after every Red Sox game
Serving Fine Foods since 1924
Homemade Pastry—Cocktails

**Open 6 A.M. to 2:30 A.M.—
EVERY DAY**

Phone 445-3938



Left on Southampton St., Exit off Southeast Expressway

274 Southampton St., Boston

Your Host — THE PASSANESI FAMILY

Buy Red Sox Tickets in Advance

ON YOUR WAY IN BEFORE GAME AT 4 YAWKEY WAY OR — BETWEEN HOMESTANDS

Between homestands you may park right at the door while you make your selection from our master ticket racks in just a few minutes. Open at 9:00 A.M. to 6:00 P.M. Monday through Friday, and 10:00 A.M. to 3:00 P.M. Saturdays and Sundays.

NOW — BEHIND HOME PLATE — DURING GAMES

At special ticket booth adjoining Souvenir Stand. Tickets available for all games.

BY MAIL

Tickets mailed to you on SAME DAY your order is received. Specify dates of games, number and price of tickets. Make check or money order payable to Boston Red Sox. Include self-addressed, stamped envelope and send to:

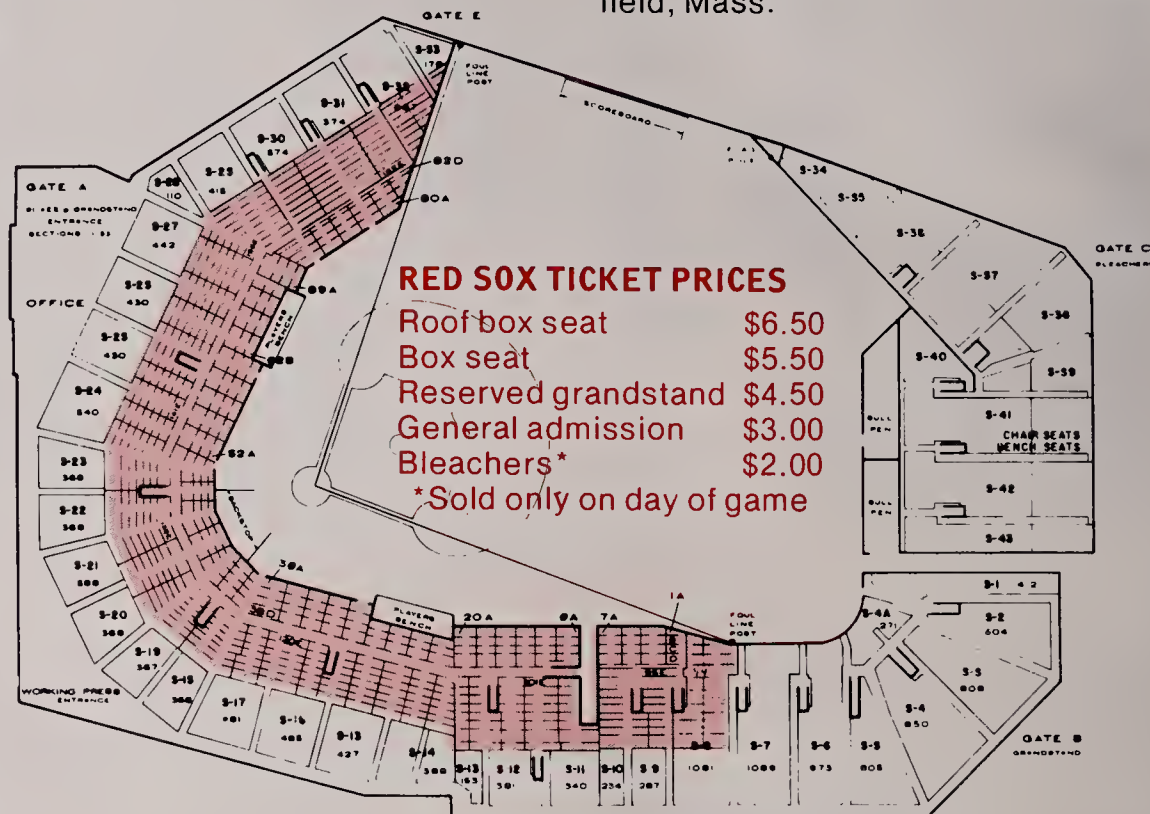
Red Sox Tickets

Fenway Park

Boston, Massachusetts 02215

(No C.O.D. or telephone reservations)

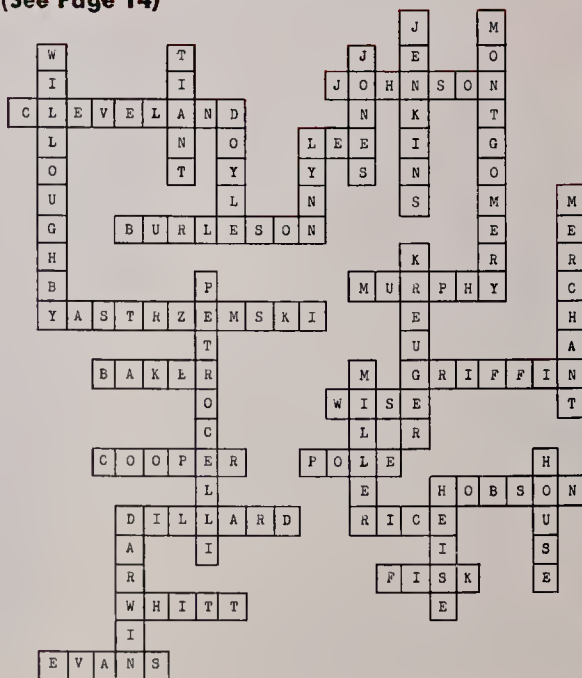
Tickets may also be obtained through All Filene's dept. stores throughout N.E.; G. Fox Dept. Store, Hartford, Conn.; Peter Pan Bus Lines, Springfield, Mass.



SPECIAL NOTE: For additional information call the Red Sox Ticket Office by dialing **BOSTON 1**

Soxword Puzzle Solution

(See Page 14)



THE OFFICIAL 1977 BOSTON RED SOX YEARBOOK

*color action photos
statistics*

4-page tribute
to "Captain Carl"
on sale in Fenway Park
and at all local newsstands
for \$2.00

By Mail send \$2.50 to:
RED SOX YEARBOOK

Box 9
Boston, MA 02114

"Magnavox Touch-TuneTM Television. It's the only way to watch tv."

Hank Aaron



Model 4847. Crafted of wood and non-wood materials.
Simulated TV picture.

Computer-sharp color... Computer fast.

Experience The Magnavox Touch... and enjoy television like you have never enjoyed it before.

Touch-Tune at the set or by remote control, and whisk instantly, silently, directly to any of the 82 VHF or UHF channels. No clunk-clunking through the channels in-between.

Touch-Tune and lock in a computer-sharp color picture. 100% automatically.

Touch-Tune. Your channel number, and even the time of day, appear on screen! Recall them whenever you wish.

The first computer TV... Star SystemTM Touch-Tune Color Television. From Magnavox. In a style for you. At a price for you.

Touch one today.

MAGNAVOX
QUALITY IN EVERY DETAIL

A black and white photograph of a man wearing a cowboy hat, looking down and to the right while smoking a cigarette. The lighting is dramatic, with strong shadows.

Come to where the flavor is.



**Marlboro Red
or Longhorn 100's—
you get a lot to like.**

18 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Dec. '76

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.